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Business as usual :

Zwevegem, 12 March 2020 – Cigar brand Oliva presents a unique and fun behind-the-scenes glimpse at its Nicaraguan cigar factory in a new video clip.

The new video clip is titled “Business as usual” and is just over three minutes long. It reveals that cigars have been made at the Oliva tobacco plantation for more than 130 years, spanning four generations. However, much has changed during the past three years, including the implementation of innovative technologies and the opening of the new Tabolisa II cigar factory in Estelli, Nicaragua’s cigar capital.

But despite all these changes, the video clip shows that Oliva continues to use traditional, authentic cigar production methods. And this clearly involves plenty of fun, leisure and the unrivalled satisfaction of a perfectly rolled cigar ...

The “Business as usual” clip has been produced by Cnocspot and filmed on location in Esteli, Nicaragua. We are offering it in preview form to you here.

For further information or interviews, please contact Laure Boisbouvier, Marketing Manager J. Cortès (Laure.Boisbouvier@jcortes.com) or Olivier Mottrie, Marketing Support J.Cortès (Olivier.mottrie@jcortes.com / +32 (0) 472 42 36 21)

ABOUT J. CORTÈS

J. Cortès is a family run company with a passion for cigars. Cigars in all shapes and sizes. It's a never-ending story of dedication and craftsmanship that started in 1926. Don't smoke but enjoy! Our prime brands are J. Cortes, Country, Neos and Amigos. For the major European countries we have strong in-house sales teams; for other markets our brands are in the hands of our export managers and sold over 80 countries globally. In 2016 CEO Fredje fell in love with artisanal cigar company Oliva Cigars, based in the US and Nicaragua. A business marriage was set and it turned out to be the party of the year. The Cortès family business now spreads across two continents.

Don't smoke but enjoy!

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