

Toraño y Compañía

TELEFONOS
6-6187-5-3197

COSECHEROS, ALMACENISTAS, ESCOGEDORES
Y EXPORTADORES DE TABACO EN RAMA

CABLE Y TELEGRAFO:
"TORANOCO"

ESTRELLA 157 AL 167

Habana, Cuba

*Every family has a story to tell.
My family's story is about tobacco.*

Our journey begins in 1916 when my grandfather, Don Santiago Toraño, emigrated from Spain to Cuba. Upon arriving on the island, he immediately fell in love with the tobacco leaf. Santiago Toraño first became a broker of leaf tobacco. Soon thereafter he was blessed with three sons: Jaime, Jose and my father, Carlos Toraño. As the sons grew up, they all became involved in the tobacco business. With the involvement of the three sons, the family transitioned from being brokers of leaf tobacco to being one of the largest, most respected and well-known growers of the Cuban tobacco leaf. By the time of the revolution in 1959, the Toraño family owned and operated approximately 17 farms throughout Cuba. The family grew tobacco for almost all of the great cigar factories in Cuba and also exported large quantities of tobacco leaf to factories around the world, including the United States.

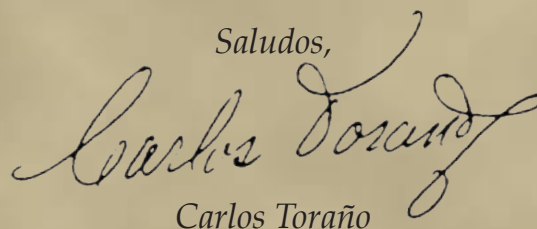
After the Cuban government nationalized the tobacco farms, my father took his passion for tobacco to the Dominican Republic. Even today, growers in the Dominican Republic credit my father with being one of the driving forces of the Dominican's tobacco growing industry. My father's greatest contribution was introducing the Cuban seed to the Dominican Republic and teaching the farmers how to grow what is today known as "Piloto Cubano". After my father's sudden death at the young age of 57, I continued my father's legacy and expanded the Toraño family business into growing tobacco in Nicaragua, Mexico and Ecuador.

A quarter of a century ago my family started to make a shift into the cigar making side of the business, shifting our focus from the growing of tobacco to the production of cigars. Today, we are a family cigar business that operates factories in two of the world's leading cigar-producing countries, Nicaragua and Honduras. Quality cigars for a good value is our driving principle. Given our heritage and traditions in the tobacco growing business, we make only the best cigar blends using a variety of different tobaccos. We are proud to introduce you to our Carlos Toraño line of cigars, which is available throughout the world.

My son, Charlie Toraño, is now at the helm of the family business. He is the fourth generation of the Toraño family involved in the cigar industry. Hearing the stories and working alongside me for over a decade, he shares the passion for tobacco that has run through the veins of the Toraño family for over 90 years. As I've told Charlie for many years, "I am the present past, you are the present future."

Charlie and I are passionate about the cigars that carry my father's name and are proud Our Roots Run Deep in the history of tobacco growing and cigar making. Our family's legacy will continue with every moment we share with you, our fellow cigar aficionados. A Carlos Toraño cigar is an experience shared. Whether you're relaxing with friends, celebrating a milestone, or putting to take your buddy's money on the 18th green, we will be there with you. You are a part of our family's present future; and it is you who will define the next chapters of our family's history as you savor life, and enjoy the richness and pleasure that comes with a great Carlos Toraño cigar.

Saludos,

A large, elegant handwritten signature in cursive script that reads "Carlos Toraño". The signature is written in dark ink and is positioned centrally below the word "Saludos,".

Carlos Toraño