

It will improve the commercialization of cigars

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The commercialization of cigars tends to improve in Isla de la Juventud, as reported to Victoria Suharmys Fernández, main specialist of the commercial direction of the Commerce and Gastronomy Company.

She reported that as of this Tuesday, October 20, distribution began in the Nueva Gerona area and then, in the rest of the towns of more than 400,000 packs, mainly of the Popular and Criollos brands.

"A considerable level of cigarettes has entered us, which corroborates the tendency to the stability of the product in the network of commercial establishments, hence there is no need for the existence of hoarding".

In the same way, the directive stated that for the moment it is regulated to two packs per consumer until it is stabilized in the units, from where they have been absent due to the problems presented in the country with some of their raw materials.

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