



KARELIA

Fine Tobaccos Since 1888

KARELIA TO LAUNCH THE NEW OMÉ

IN THE BAY VILLAGE



In its latest drive for newness and innovation, KARELIA has created **Omé**, a new range of superslims cigarettes.

KARELIA will introduce the new **Omé** range at the TFWA World Exhibition in Cannes at the **new KARELIA stand and terrace** located in the Bay Village (No. 6), and on the yacht "The Snapper" in the Harbour Village.

In recent years, Karelia has developed an increasingly strong business in duty-free/travel retail becoming one of the few independent cigarette manufacturers to establish a truly worldwide presence in the channel.

With more than a century of expertise in the art of making fine quality cigarettes, KARELIA has earned its reputation for having created among the world's finest brands. Distinctive packaging and high quality blends continue to be the Company's key aspects to driving its dynamic growth and pleasing the most demanding consumers.

In addition to the new **Omé range**, KARELIA will return with its extended brand families:

**GEORGE KARELIAS AND SONS
KARELIA SLIMS
KARELIA FAMILY
KARELIA ROYAL
WELLINGTON
AMERICAN LEGEND**

Contact: Joanna Kamarinopoulos jkamarin@karelia.gr