



PRESS CONTACT
Westfalahallen Group of Companies
Robin Uhlenbruch
Press Spokesman, Marketing & Sales
T +49 231 1204-556
robin.uhlenbruch@westfalahallen.de

PRESS RELEASE

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InterTabac and Cigar Journal deepen their partnership

Cigar Trophy Awards: Foremost readership award now to be awarded by both partners jointly

InterTabac, the world's largest trade show for tobacco products and smoking accessories, now becomes a strategic partner of Cigar Journal, the most renowned trade magazine in the world of cigars. As a result, the most recognised awards in the cigar industry will in future be presented jointly, with the winners to be announced at InterTabac (15 to 17 September 2022).

Dortmund, 28 January 2022 – It's a marriage made in heaven: Cigar Journal, the world's largest-circulation cigar magazine, and InterTabac, the world's largest trade show for tobacco products and smoking accessories, are moving their strategic partnership up a gear – and will in future present the coveted Cigar Trophy Awards together. The readership awards, which are well-known and popular features of the cigar world, will continue to be presented at InterTabac in Dortmund (taking place at the same time as InterSupply this year from 15 to 17 September), the difference being that the award ceremony will now be supported even more strongly by the trade show: "The expansion of our partnership with Cigar Journal and joint presentation of one of the most important awards in the world of cigars speak volumes about Dortmund as a premier trade show location and as the foremost convention venue for the international cigar industry," said Sabine Loos, CEO of Westfalahallen Unternehmensgruppe. "At the Cigar Trophy Awards, the entire tobacco family comes together and eagerly awaits the awards which go to the 'best of the best'. As a partner of Cigar Journal, we're delighted to be able to assist the reach and perception of the awards even more than hitherto," she continued.

Benchmark for the industry

The Cigar Trophy Awards have been presented by Cigar Journal since 1998, and have been awarded at InterTabac since 2015. What makes the Cigar Trophy Awards so special is that they are decided solely on the opinions of cigar lovers across the world. They nominate their favourite cigars, accessories and lounges during the summer months, and these top nominations in the categories including Best Brand, Best Cigar, Best Value and Best Accessory are then listed as candidates in the polls conducted online at www.cigartrophy.com. Having attracted over 140,000 votes in previous years, the readership awards are very popular with cigar smokers all over the

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world. In conjunction with InterTabac, the Cigar Trophy Awards are a real benchmark for the industry.

“As the world's most widely read cigar magazine, cultivating a close partnership with the world's leading trade show for tobacco products and smoking accessories is the natural thing to do,” said Reinhold Widmayer, Senior Editor of Cigar Journal, which is published worldwide in German, English and Spanish, adding, “After decades as an InterTabac media partner, we are now proud to join forces with InterTabac in presenting one of the foremost awards in the cigar industry.”

Cigar world gala

Even in pre-COVID times, the Cigar Trophy Awards were one of the highlights of the three-day industry get-together at Messe Dortmund, and following the 'virtual' event held last time on Business Insights, the business portal of InterTabac and InterSupply, the gala will now be celebrated again as usual on the first evening of the trade show and with the biggest names in the cigar world in attendance.

For over 40 years, InterTabac, the world's largest trade show for tobacco products and smoking accessories, has been held at Messe Dortmund as the place where trade visitors meet top decision-makers in the retail, manufacturing and service sectors, with exhibitors from home and abroad informing audiences on all the latest products and trends in the tobacco industry. These international credentials are key to the central role the twin shows InterTabac & InterSupply play as a business and communications platform – indeed over 40% of visitors come from abroad. The world's leading tobacco industry show also features exclusive conference and supporting programmes which include tastings and pairings, offering trade visitors multi-sensory taste experiences. Last time, InterTabac and InterSupply set a new visitor record, clocking up 13,800 visitors in 2019. After two cancellations due to COVID, the twin shows are making a big comeback this autumn/fall.

The latest information, exhibition highlights and news items are available on the trade show websites ([InterTabac/InterSupply](#)), the online platform Business Insights, [LinkedIn](#) and directly via newsletter ([InterTabac/InterSupply](#)).

EXHIBITIONS AT A GLANCE

INTERTABAC, THE WORLD'S LARGEST TRADE FAIR FOR TOBACCO PRODUCTS AND SMOKING ACCESSORIES

InterTabac, the world's largest trade fair for tobacco products & smoking accessories, is where trade visitors meet top decision-makers in the retail, manufacturing and service sectors. The quality and internationality of visitors really set this world-leading tobacco industry event apart, with over 40% of visitors coming from abroad. International market leaders and industry representatives in the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, cigarette and pipe tobacco, RYO and MYO, fine cut and leaf, shop fittings, the press and IT and point-of-sale systems, vending machines, hookahs and accessories, electronic cigarettes and Next Generation Products are all represented. The subject matter credentials of this world-leading trade show – already second to none – have been expanded even further to include talks on current issues and challenges in the industry as part of the newly developed, innovative InterTabac supporting programme.

INTERSUPPLY – THE INTERNATIONAL TRADE SHOW FOR THE MANUFACTURING PROCESSES BEHIND TOBACCO PRODUCTS, E-CIGARETTES, PIPES AND HOOKAHS

The international trade show InterSupply sees market leaders and industry representatives from all over the world presenting their innovations in Dortmund each year. InterSupply covers all aspects of the manufacturing processes behind tobacco products, e-cigarettes, pipes and hookahs. The product and range segment offers top decision-makers, trade visitors and employees in the tobacco industry a complete overview. InterSupply, which is held in tandem with the renowned InterTabac show, is therefore ideal for networking with regular customers, generating leads and acquiring new customers.

DATE: 15 – 17 September 2022

EVENT ORGANISER: Messe Dortmund GmbH

VISITOR TARGET GROUPS (INTERSUPPLY):

Market leaders, key players, manufacturers and suppliers in the tobacco industry across the world. National and international managers and specialist staff in the purchasing, production, product development, R&D, quality and management accounting disciplines.

VISITOR TARGET GROUPS (INTERTABAC):

Top international decision-makers in the sales channel (tobacco retailers, wholesalers and retailers), as well as manufacturing and service sectors.

Industry representatives from home and abroad in the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, RYO, MYO, fine cut, pipe tobacco, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, and electronic cigarettes.

InterTabac caters for everyone in the tobacco industry – in Germany and across the world. The show is ideal for networking with regular customers, generating leads and acquiring new customers.

Admission is reserved for trade visitors aged 18 and over.



Further information: [InterTabac](#) / [InterSupply](#)

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