

The Romeo Y Julieta inspiration

It was Alvarez Y Garcia's organization that first started making Romeo Y Julieta Cigars and he was just keeping it for local distributions. Originally, the Romeo Y Julieta cigars were never meant for anyone outside of Cuba. Although the Cubans are known to be excellent marketers (Considering the Cigar ban and stuff), the Romeo Y Julieta brand was just not allowed to go out at all. It's funny because now they are all over the place.

A well known business man should be thanked for introducing us to the Romeo Y Julieta cigars. The man and the legend that was known as "Pepin". Pepin was known to be man who was always moving or making things happen. I guess you can say he was the Donald Trump of his days or the Bill Gates of Cuban cigars. He was the single force behind inventing, creating and marketing one of the most cherished Cuban cigar brands in the world which is the Romeo Y Julieta cigars.

Pepin made the Romeo and Julieta Cuban cigar brand one of the most famous cigar brands in the world. His marketing was simple and concise. He understood that his product is full of prestige so he went straight to the big dogs. He went to England and started pushing it towards the elite and the monarchs of that era. Obviously your product has to be great too and soon all the big timers in England fell in love with his personal creation. The Romeo Y Julieta became a part of a person's lifestyle as it represented creativity, strength and joy.

Pepin was caught daily calling his creation as his 'children'. It signifies the deep love he carried for the Romeo Y Julieta brand. His product was a phenomenal hit with politicians and actors and actresses alike. He used the power of celebrity to market the Romeo Y Julieta brands which made them ever so rare and unique in the eyes of other established individuals of that time and era.

Presently, the Romeo and Julieta brand pushes Cuban cigars for every occasion and are most preferred by Englishman. It is obviously the Shakespeare syndrome as they call it that makes it the most popular Cuban cigar brand in England and almost the rest of Europe. The Romeo and Julieta brand represents passion and deep love but most importantly, it is one fine Cuban cigar that has captured the world's heart. All thanks to one great man, Pepin.

About the Author

Uncover [cigars](#) and in particular, [romeo y julieta cigars](#)

Source: <http://www.tipsbin.com>