



KOHLHASE & SÖHNE

Press Release

Timón: Maya Selva's New Cigar Brand Focuses on Handmade Pleasure at an Affordable Price

Handmade cigars made from 100% Honduran tobacco – without expensive packaging or costly marketing: Starting in October, Maya Selva is launching Timón, a new brand on the German market that makes handmade cigars particularly accessible. The new brand is presented in Germany by Kohlhase & Söhne.

Rellingen, September 9, 2026 – Ready to explore new horizons? With Timón, Maya Selva is introducing a new cigar brand that makes handcrafted cigars from Honduras available at a particularly attractive price. The concept is deliberately straightforward: The cigars are made entirely by hand and consist exclusively of Honduran tobaccos. The brand avoids costly packaging and extensive marketing campaigns. The result is a »Hecho a Mano« cigar at a price point that aficionados have previously associated primarily with machine-made cigars.



A Name That Sets the Course

The name itself points the way: »Timón« means *steering wheel* or *rudder* in Spanish. The new brand thus stands for a new beginning, discovery, and the joy of exploring new flavors.

The design also echoes this imagery. The deep blue of the packaging evokes the sky and the sea and underscores the brand's maritime theme: Timón marks the beginning of a new journey for anyone looking to discover handmade cigars or incorporate new moments of indulgence into their daily lives at an affordable price.



KOHLHASE & SÖHNE

At the Helm: Maya Selva

At the helm of Timón is Maya Selva, a highly experienced expert in the cigar industry. The cigars from this new brand are crafted entirely by hand at her own factory in Danlí, Honduras.

Timón consistently relies on tobacco from its home country: the wrapper, binder, and filler all come exclusively from Honduras. The result is an authentic Honduran puro cigar with a balanced strength rating of 2.5 out of 5 and an aroma profile characterized by hay, cocoa, and wood.



Three Sizes for Different Enjoyment Moments

At launch, Timón is available in three sizes: Robusto, Short (Half Corona), and Perla. The brand thus offers a variety of ways to explore the new world of cigars – from a quick smoke to a classic Robusto.

With a retail price ranging from 2.90 to 3.50 euros per cigar, Timón is deliberately positioned as an accessible option. For beginners, the brand thus offers an attractive way to get to know hand-rolled cigars. At the same time, Timón is an uncomplicated and affordable everyday smoke for experienced aficionados.

For those just starting out or looking to try them out, the cigars are available in a convenient 5-pack. Prices range from 14.50 to 17.50 euros per pack, depending on the size.



KOHLHASE & SÖHNE

Timón – Time to Take the Helm

With Timón, Maya Selva is setting a new course: 100% Honduran tobacco, entirely handcrafted, and at a price that makes the pleasure of handmade cigars particularly accessible.

It's time to take the helm and discover new flavor horizons.

Product Information at a Glance:

- **Sizes:**
 - **Robusto** RG: 50 | Ø 20 mm | Length: 127 mm | Retail price/stick: € 3.50 | Retail price/box of 5: € 17.50
 - **Short** (Half Corona) RG: 45 | Ø 18 mm | Length: 89 mm | Retail price/stick: € 3.20 | Retail price/box of 5: € 16.00
 - **Perla** RG: 42 | Ø 17 mm | Length: 102 mm | Retail price/stick: € 2.90 | Retail price/box of 5: € 14.50
- Origin: Honduras
- Wrapper: Honduras
- Binder: Honduras
- Filler: Honduras
- Strength: 2.5 out of 5
- Flavor Profile: Hay, cocoa, oak
- Packaging Unit: Packs of 5
- **Importer:** Kohlhase & Söhne GmbH

Additional product images can be found at: Kohlhase & Söhne [Mediabase](#)

Press Contact Kohlhase & Söhne GmbH

We are happy to assist you with media inquiries and further information:

Katharina Kohlhase

Kohlhase & Söhne GmbH

📍 Herman-Löns-Weg 36 | 25462 Rellingen

☎ +49 4101 7853387

✉ katharina.kohlhase@kohlhase-soehne.com

🌐 kohlhase-soehne.com