



Media release

## **Oettinger Davidoff AG celebrates 150 years of passion, innovation and craftsmanship**

***In May 1875, Max Oettinger opened a tobacconist store at Eisengasse 9 in Basel, thus laying the foundations for today's Oettinger Davidoff AG. The family-owned company, which now operates all over the world, celebrates in 2025 its 150th anniversary. To mark the occasion, it is hosting some special events in the place where it all began and further strengthens its commitment to its "Crop to Shop" philosophy, with investments in its production and in its global retail network.***

Basel (Switzerland), June 2025. Oettinger Davidoff AG celebrates 150 Years and opens the doors of the Maison Davidoff in Basel on three days to celebrate its important anniversary, inviting aficionados to explore the company's global headquarters and learn more about its longstanding history. The Maison Davidoff is a short walk from Eisengasse 9, where Max Oettinger first started selling tobacco products in 1875. In doing so Max Oettinger laid the foundations for the success of today's Oettinger Davidoff AG, which now, 150 years later, is the leading global producer of handmade premium cigars, employing over 4'000 employees worldwide.

In respectful tribute to the company's late founder Dr. Ernst Schneider as well as to Zino Davidoff who gave the company its today's name, the "Davidoff of Geneva since 1911" flagship Store at Marktplatz in Basel has undergone a comprehensive renovation leading to the anniversary year. It was back in 1970 when Zino Davidoff sold his renowned cigar store in Geneva and the brand name "Davidoff" to his business partner and friend Dr. Ernst Schneider. This partnership has a special significance for Oettinger Davidoff AG as it laid the cornerstone of its today worldwide network of over 60 "Davidoff of Geneva since 1911" flagship stores and more than 700 appointed merchants in over 130 countries. The anniversary year also brings some important store renovations and innovative new store openings. While the "Davidoff of Geneva since 1911" flagship stores on Madison Avenue in New York and in Monaco are undergoing complete renovations, the doors of some new Davidoff flagship stores will open at prestigious Global Travel Retail locations, such as at Madrid and Lima airports, as well as at Jeddah airport in Saudi Arabia.

Meanwhile, the company continues to further strengthen its commitment to its "Crop to Shop" philosophy, which lies at the heart of the company's corporate strategy, allowing it to monitor and steer every step of the value chain while guaranteeing the highest quality and consistency that the company and its products are known for. In February 2025, Oettinger Davidoff inaugurated the extension of its manufacturing site in the Dominican Republic, to respond to the fast-increasing demand for its handmade premium cigars, in particular for the Davidoff brand. Furthermore, in fall this year, the company will also open



new fermentation and storage halls at its second manufacturing site, located in Danlí, Honduras.

Oettinger Davidoff AG is, of course, also marking the anniversary with an exclusive Davidoff Limited Edition. The Davidoff Exclusive 150 Years Oettinger Davidoff is on shelf exclusively at the company's own Swiss retail stores.

CEO Beat Hauenstein is committed to preserving and advancing the legacy, passion, and pioneering spirit of its founders—most notably Dr. Ernst Schneider and Zino Davidoff—by carrying their vision forward and further develop it for future generations. "It is a great honor and pleasure to lead Oettinger Davidoff into the future and to successfully write new chapters in the company's longstanding history", comments CEO Beat Hauenstein. "It is our aim to further enhance our position as global leader in the handmade premium cigar business and continue exceeding the expectations of our business partners and aficionados by delighting them with innovative products, unique limited editions and unrivalled shopping experiences."

#### **About Oettinger Davidoff AG**

Oettinger Davidoff Group, with sales of over half a billion Swiss francs and 4,000 employees around the world, traces its roots back to 1875 and remains family-owned to this day. The company is dedicated to the business of producing, marketing, distributing, and retailing premium-branded cigars, tobacco products, and accessories. The premium-branded cigar business includes Davidoff, AVO, Camacho, Cusano, Griffin's, Private Stock, Zino and Zino Platinum. Oettinger Davidoff Group is also the sole agent of many brands in several countries such as Haribo in Switzerland. Its business is anchored in a strong "crop to shop" philosophy, having pursued vertical integration from the tobacco fields in the Dominican Republic and Honduras to its global network of 65 Davidoff flagship stores/satellites and strong appointed merchants in over 130 countries.

#### **Further information**

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