



Italy's oldest cigar earns historic brand status

Posted on March 11, 2026 by Sabina Castelfranco

LUCCA — Italian cigar maker Manifatture Sigaro Toscano (MST) launched a celebratory edition of its flagship Antico Toscano cigar March 11 after Italy officially recognised the brand as a Historic Brand of National Interest - crowning two centuries of tradition born from a Florentine rainstorm. The designation places Antico Toscano in a national register reserved for trademarks in continuous use for more than 50 years and closely linked to Italy's industrial and cultural heritage. The programme is intended to protect long-standing Italian brands and strengthen their legal recognition in international markets. The recognition was awarded by Italy's Ministry of Enterprises and Made in Italy.

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