

CIGAR INDUSTRY /

Daniel Marshall Bringing Modern Day Campfire to Beverly Hills

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The event will be held at the The Beverly Hills Hotel.

Cigars are coming to the Beverly Hills Hotel in Los Angeles on March 4 for a smoker's night with humidor maker Daniel Marshall. The event will feature Daniel Marshall cigars, drinks and guests from the entertainment, sports, political, and business sectors. Patrick Knapp Schwarzenegger, nephew of cigar-smoking legend **Arnold Schwarzenegger**, will be cohost along with Marshall, who has been making humidors for more than 35 years.

Marshall has dubbed events such as this one the Modern Day Campfire, something he has done since 2011 in other venues. The

name was hatched during a cigar event in London when he was speaking about one of his cigars. He was moved by the assembled audience and began to speak about how special the evening was for him and wondered aloud what it was that brought everyone present together in such an unusual way to create the bond around something as primitive, yet powerful, as fire.

"It's in our DNA, it's in our blood... I believe it harkens back to a prehistoric time," says Marshall. To describe the smoky gathering, he dubbed it a "modern day campfire."

Since then, Marshall has kept the spirit of that off-the-cuff remark alive and made it the theme of the theme of his cigar events with cigar lovers basking in the cherry-glow of a lit cigar. He has hosted his events in multiple countries and cities including England, Germany, Austria, Holland, Hong Kong and Dubai.

Next week's cigar gathering, which starts at 7 p.m., will include a seated multi-course dinner, open bar, and will feature a pairing of Padre Azul Premium Tequila with two cigars: the **Daniel Marshall Red Label** Robusto and the Daniel Marshall Red Label "Papa Joe" Panetela.

The latter cigar is named in memory of "Papa Joe" D. Bain, the founder of Pennsylvania Life Insurance Co. Papa Joe inspired Marshall to get into the cigar world after Marshall presented him with a cigar case that he had made. Papa Joe returned the favor and introduced Marshall to Alfred Dunhill in London, where he began selling humidors.

For tickets, or more information about this event, [click here](#).