LUXURY LIFESTYLE IN THE FAST LANE

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PLAYHORSE

MAGAZINE



PLAYHORSE MAGAZINE

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PLAYHORSE®
MAGAZINE

FROM THE PUBLISHER

Premiere Issue • January 2027



Luxury Lifestyle in the Fast Lane.

Welcome to the premiere issue of ***PLAYHORSE Magazine***.

For a long time, I have believed there was room for a publication that could celebrate a certain kind of lifestyle with confidence, style, and a little adrenaline. A lifestyle shaped by speed, ambition, good taste, bold personalities, and the thrill of being close to the action. ***PLAYHORSE*** was created for readers who appreciate that world — from the excitement of horse racing to the elegance of luxury travel, from exotic cars and offshore powerboats to cigars, gaming, nightlife, and adventure.

At its core, ***PLAYHORSE*** is about more than any one subject. It is about a mindset. It is about living with energy, curiosity, and a taste for the finer things, while never losing sight of the people, stories, and traditions that make these worlds so compelling. Whether you are drawn to the racetrack, the marina, the showroom, the casino, or the social scene that connects them all, this magazine was built with you in mind.

This premiere issue marks an exciting beginning. What started as an idea has grown into a platform I am proud to share — one that brings together distinctive editorial, strong visual storytelling, and a point of view that is both aspirational and grounded in real culture. We will spotlight icons, innovators, tastemakers, destinations, and experiences, while also making room for the personalities and passions that give this lifestyle its soul.

I also want this publication to reflect the spirit of connection. Over the years, I have built magazines, events, and relationships around the belief that media should not just observe a scene — it should help create one. ***PLAYHORSE*** is an extension of that philosophy. It is meant to inform, entertain, and inspire, but also to bring people together through shared interests and a shared appreciation for excellence.

As we launch this first official issue in January 2027, I want to thank our advertisers, contributors, supporters, and early readers for believing in the vision. Your encouragement and enthusiasm helped bring ***PLAYHORSE*** to life. This is only the beginning, and I am excited about where we are headed.

I invite you to turn the page and enjoy the ride.

Sincerely,

Jay Shapiro

Jay Shapiro
Founder & Publisher
PLAYHORSE Magazine


In Theatres Nationwide
JUNE 2028
BUDDY
FROM
BROOKLYN
the MOVIE

What Bugsy Left Behind

AMOBMUSEUMEXHIBITIONREOPENSTHE1947MURDER MYSTERY



Editorial illustration. Siegel was killed while reading a newspaper at the home of Virginia Hill.

June 20, 1947. Benjamin "Bugsy" Siegel was in a Beverly Hills living room when shots tore through the window. The 41-year-old gangster, whose name had become inseparable from the Flamingo in Las Vegas, died before he could reunite with his daughters for a planned vacation.

Virginia Hill, whose home Siegel was visiting, was in Europe. The murder was never solved. Suspicions pointed toward the mob, gambling money and personal revenge, but no definitive case ever emerged.

Nearly eight decades later, the evidence is finally coming out of storage. The Mob Museum's *What Bugsy Left Behind* opens November 13, 2026, with a collection of his personal effects that had remained in Beverly Hills police custody.

MORE THAN A GANGSTER

Siegel rose through the Brooklyn underworld during Prohibition and later moved west, cultivating Hollywood acquaintances and pursuing gambling interests throughout the Southwest.

He became a powerful figure in the horse-racing wire business before helping transform the Flamingo into one of the Strip's early resort landmarks. The hotel opened in December 1946, only six months before his death.

Now the things he carried—ordinary documents, cards, receipts and family photographs—offer a more intimate portrait than any mug shot. There is even a receipt for a fifty-cent cab fare.

The Clues He Carried

01

A PRIVATE PHOTOGRAPH



Virginia Hill's picture bore a tender handwritten note.

02

THE FLAMINGO ADDRESS



The resort appears on his identification and auto documents.

03

ONE LAST STOP



A keepsake from Jack's at the Beach, visited hours before the shooting.

THE MAN INSIDE THE CASE

Among the holdings are photographs of Siegel's daughters, Barbara and Millicent; a picture of Hill; a Social Security card in the name "Ben Siegel"; and a certificate for his 1946 Chrysler Windsor convertible.

One business card belonged to Meyer Lansky, Siegel's longtime partner. Others were ordinary calling cards printed with his own name. A Red Cross membership card records a $500 donation. The mix is striking: powerful criminal connections alongside small, everyday traces of a family man.

In 2025, granddaughter Wendy Rosen sought the return of the belongings through legal action. Following their court-ordered release, The Mob Museum acquired the collection for public exhibition.

THE MYSTERY REMAINS

Who wanted Siegel dead? The leading explanations tell very different stories. Mob investors may have turned on him over the Flamingo's escalating costs and disappointing early returns. A rival may have sought control of his lucrative race-wire service, which sold racing results to bookmakers from California to Nevada.

A third theory points to a brother of Virginia Hill, possibly seeking revenge for Siegel's abusive treatment of her. None of the theories has been proved, and the Beverly Hills homicide remains an open cold case.

The exhibit arrives as the Flamingo approaches its 80th anniversary on December 26, 2026—and Siegel's murder nears its own 80-year mark in June 2027.

SEE THE EXHIBIT

What Bugsy Left Behind

OpensNovember13,2026 | TheMobMuseum,Las Vegas

themobmuseum.org • Historical exhibition and artifacts

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Churchill Downs Announces New Seating Experiences and Ticket Availability Starting Today For The 153rd Kentucky Derby®

New Infield Turf Cabanas and Expanded Spaces Give Fans New Ways to Experience the Thrill of Derby Weekend

Churchill Downs Racetrack ("Churchill Downs") announced that tickets for the 153rd running of the Kentucky Derby® presented by Woodford Reserve and Longines Kentucky Oaks will be available for purchase today at 12:00pm ET. In addition to premium dining seating, reserved stadium-style seating, and general admission, fans can purchase tickets for brand-new seating experiences, including Infield Turf Cabanas, offering private reserved seating for groups of 12 along the turf course. Churchill Downs has also expanded the Homestretch Club, Turfside Reserved Seating and Infield General Admission offerings, giving even more fans the opportunity to enjoy some of the most exciting vantage points throughout the racetrack.



Reserved seating tickets are available as two-day all-inclusive packages for the 153rd Longines Kentucky Oaks on Friday, April 30 and the Kentucky Derby on Saturday, May 1. Food and beverages are sold separately for two-day Infield tickets.

"The countdown to the 153rd Kentucky Derby and Kentucky Oaks is officially on and we're excited to kick off ticket availability with new seating experiences that gives fans fresh perspectives and new ways to enjoy the traditions of race weekend," said Sarah Contardo, Senior Vice President, Sales and Strategy for Churchill Downs Racetrack. "From the energy of the Infield to the refined feel of reserved seating and premium dining areas, our range of ticket options offers an array of price points and preferences, giving fans the chance to create the Derby experience that's right for them."

nfield Turf Cabanas: Located along the turf course, the Infield Turf Cabanas include covered tables with seating for 12 guests, offering a comfortable and unique viewing experience with exceptional views of the first turn and Kentucky Derby and Kentucky Oaks walkover. Featuring enhanced amenities such as executive restroom trailers, concessions and new bar concepts, the two-day package for the Kentucky Derby and Kentucky Oaks is $480 per ticket.

Victory Run Reserved Seating (Temporary): Features reserved stadium-style tip-up seating located just past the Finish Line, giving guests excellent views of the racing action from a comfortable location with overheard coverage throughout most of the area. Fans will have convenient access to the Paddock and other guest amenities throughout the day including restrooms, bars, concession stands and wagering facilities. The two-day all-inclusive package for the Kentucky Derby and Kentucky Oaks includes food, alcoholic and non-alcoholic beverages, daily program, off-site parking, and shuttle service to Churchill Downs for $1,632.



"Horses are my love, charities are my passion."
— Gale Brophy

THE WINNER'S CIRCLE

A Society Feature of PLAYHORSE Magazine

GALE BROPHY: *STILL STRIKING GOLD*

From Kentucky Derby glory to Palm Beach philanthropy and a new luxury venture, Gale Brophy continues to turn her love of horses, society, and entertaining into something worthwhile.

A Kentucky Derby Memory

For Gale Brophy, few moments capture the magic of horse racing like the thunderous afternoon in 1991 when Strike the Gold charged to victory in the Kentucky Derby. The colt's triumph not only secured a place in racing history, it also cemented Gale's lifelong bond with the sport — a passion that continues to shape her life, her friendships, and her work today.



Strike the Gold after his 1991 Kentucky Derby victory at Churchill Downs.

Palm Beach Philanthropy

Known for her elegance, energy, and generative spirit, Gale has become a leading figure in Palm Beach society, where she is equally celebrated for her philanthropy. She has chaired and supported a wide range of charitable events, including Feeding the Hungry in Wellington, helping to provide meals and resources for families in need. Whether hosting gatherings, championing causes, or bringing people together around a shared purpose, Gale embodies the best of South Florida's tradition of giving back.



A New Way to Strike the Gold

Gale's entrepreneurial drive has always complemented her love of racing and philanthropy. With a background that includes Wall Street, entrepreneurship, and a track record in luxury hospitality, she has a talent for turning passion into enterprise. Her latest venture, Strike the Gold Caviar, brings that same winning spirit to the world of fine dining — a luxury offering inspired by the legendary Derby champion and designed for those who appreciate exceptional quality, entertaining, and the timeless allure of the Thoroughbred.

From the winner's circle at Churchill Downs to the philanthropic events of Palm Beach and the launch of her caviar brand, Gale Brophy continues to blend horse racing, giving back, and a refined luxury lifestyle into a life of real impact. It's a formula she has perfected — and one that shows no signs of slowing down.

1991 Kentucky Derby:
Strike the Gold

2026:
Strike the Gold Caviar

THE THRILL OF THE RACE

Raw power. Split-second decisions. One unforgettable finish.



THE FINAL FURLONG — *Every stride counts when the finish line comes into view.*



NOSE TO NOSE — *A lifetime of preparation, decided in an instant.*



BEFORE THE BELL — *Focus settles in before the gates spring open.*



PURE HORSEPOWER — *Grace and grit at full gallop.*



THE WINNER'S CIRCLE — *The moment every connection dreams of.*


Wynn
Signature
2026
MACAU

PLAYHORSE MAGAZINE
LUXURY LIFESTYLE IN THE FAST LANE.



Jeffrey Soffer Plans Spectacular Rebirth of the Big Easy Casino in Hallandale Beach

The Fontainebleau developer is proposing a dramatic new casino and entertainment complex that could reshape one of Broward County's most historic gambling properties.

PLAYHORSE *Staff* | Hallandale Beach, Florida | October 2026

A New Vision for the Big Easy

Jeffrey Soffer, chairman and CEO of Fontainebleau Development, is moving forward with plans to demolish and rebuild the Big Easy Casino at 831 North Federal Highway in Hallandale Beach. The concept replaces the aging property with a more sophisticated destination blending casino gaming, dining, bars, entertainment, and a fresh architectural identity.

Las Vegas Influence, South Florida Setting

The proposed redevelopment includes roughly 165,000 square feet devoted to the racing and casino complex, with about 34,344 square feet for restaurants and 11,205 square feet for bars. Plans call for a modern slot area, a card room, an upscale steakhouse, a sports-oriented restaurant, a smoking lounge, live music space, landscaped arrival areas, and approximately 1,707 parking spaces, including 818 in a garage. The goal is to create a full evening destination rather than a simple local casino.

Designed by Steelman Partners

The architectural team is Steelman Partners, the Las Vegas-based firm known for work linked to major gaming and hospitality brands such as MGM Resorts, Caesars Entertainment, and Wynn Resorts. Their involvement suggests a project with ambitions well beyond an ordinary renovation.

A Property with Deep History

The site traces its roots to December 1934, when the original Hollywood dog track opened. It later evolved into Hollywood Greyhound Track, then Mardi Gras Casino and Racetrack after slot gaming arrived in 2006. Hurricane Irma damaged the property in 2017. Soffer acquired it in 2018 for about $12.5 million and rebranded it as the Big Easy Casino. Following Florida's 2021 ban on live greyhound racing, the property continued as a casino with poker and simulcast wagering.

Why Hallandale, Why Now?

Soffer had previously explored moving the gaming license to Fontainebleau Miami Beach, but regulatory and political obstacles blocked that path. Reinvesting in Hallandale Beach offers a practical alternative at a site with an established gaming history. The surrounding corridor is also changing rapidly, with real estate investment and mixed-use plans adding residential and retail energy nearby.

At a Glance

Developer:	Jeffrey Soffer / Fontainebleau Development
Property:	Big Easy Casino, Hallandale Beach
Address:	831 N. Federal Highway
Proposed Size:	Approx. 165,000 sq. ft.
Restaurants:	Approx. 34,344 sq. ft.
Bars:	Approx. 11,205 sq. ft.
Parking:	1,707 spaces
Design Firm:	Steelman Partners
Status:	Proposal under review

Competition and What Comes Next

A rebuilt Big Easy would enter a competitive market that already includes Gulfstream Park and Seminole Hard Rock Hotel & Casino Hollywood. Still, a smaller but stylish destination could carve out its own niche by combining gaming with hospitality and nightlife.

As of October 2026, the redevelopment remains a proposal. An application seeking a plat waiver was scheduled for review by the Hallandale Beach Planning and Zoning Board on October 13, 2026, and additional approvals may be required before construction begins.



If approved, the project could write a bold new chapter in South Florida's long relationship with gambling, hospitality, and nightlife.


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The other side of the winner's circle.

Before the headlines, there were the horses. Howard "Buddy" Jacobson made his name in Thoroughbred racing, a world of early mornings, powerful owners and fortunes that could turn in the final stretch.

Buddy from Brooklyn follows that ambition beyond the racetrack and into Manhattan's modeling business and nightlife. The setting is New York in an era of penthouses, private tables and outsized personalities, where success could open almost any door.

Being developed as a motion picture inspired by true events, the project traces a life that moved from racing success to scandal, a murder trial and a fugitive escape. The glamour is part of the story. So are the choices that brought it crashing down.

For PLAYHORSE readers, the connection starts at the rail and reaches into the city after dark: horses, money, beauty and the relentless pursuit of more. Discover the people, places and history behind the film at its official website.

WRITER & EXECUTIVE PRODUCER JAY SHAPIRO

EXPLORE THE STORY

BuddyJacobsonMovie.com



Celine Alva

PLAYHORSE
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MACHINES OF DESIRE

SUPERCARS

TWELVE ICONS THAT MOVED THE NEEDLE

From the Miura to the LaFerrari, these machines did more than go fast — they changed the language of performance, prestige, and automotive obsession.



The supercar has always been more than a faster car. From its early days as an exotic statement of style and excess, it evolved into something larger — a rolling testbed for bold ideas, new materials, and ever-higher ambition. Over six decades, a handful of machines didn't just chase speed; they shifted what people believed was possible, on the road and in the culture that followed.

When Speed Became Style

It began with a simple but radical idea: a road car that looked like a racing car. The Lamborghini Miura gave the world its first modern supercar, pairing breathtaking design with a mid-engine layout that redefined the formula. The Countach took that drama even further, turning sharp angles and outrageous presence into a global icon. From there, the supercar was no longer just about performance — it was about attitude, desirability, and a new kind of status that traveled far beyond the track.

Engineering Without Apology

As emotions grew, so did the engineering. The Porsche 959 proved that advanced technology — all-wheel drive, sophisticated electronics, and real-world usability — could exist in a supercar. The Ferrari F40 brought a raw, focused intensity that still defines the genre for many, while the Jaguar XJ220 pushed top speed into a new realm. Then lightweight design and engineering purity that reigned for a generation. Later icons like the Pagani Zonda, Ferrari Enzo, and Porsche Carrera GT showed how far the idea could stretch, blending racing know-how, exotic materials, and increasingly audacious performance targets.

The New Collectible Mythology

By the 2000s, the supercar had become a global phenomenon — part engineering marvel, part cultural artifact. The Bugatti Veyron 16.4 reset the limits of what a road car could do, pairing incredible speed with a level of refinement few thought possible. The Lamborghini Aventador LP700-4 brought fighter-jet drama to a new era, while the Ferrari LaFerrari combined a naturally aspirated V12 with hybrid technology to show that the pursuit of performance was still evolving. Today, these cars are more than machines; they're modern collectibles, cherished not only for how they perform, but for the way they capture a moment in a never-ending story of ambition, innovation, and obsession.

> *"The supercar was never just transportation. It was a statement, a sculpture, and a challenge to the possible."*





PLAYHORSE PICKS

1. Lamborghini Miura
2. Ferrari F40
3. McLaren F1
4. Bugatti Veyron 16.4
5. Ferrari LaFerrari

PLAYHORSE
MAGAZINE

MACHINES OF DESIRE

SUPERCARS

MORE ICONS, MORE DRAMA

"Some cars are bought. The great ones are chased."

A companion gallery of legendary supercars — machines that define design, engineering, and collectible mythology.



Lamborghini Countach — *The poster car that turned excess into a design language.*



Porsche 959 — *A technological leap that brought the future to the road.*



Jaguar XJ220 — *Long, low, and still one of the great speed statements.*



McLaren F1 — *Engineering purity with a legacy that only grew stronger.*



Pagani Zonda — *Mechanical theater, wrapped in carbon fiber and drama.*



Ferrari Enzo — *Formula 1 thinking translated into a road-going icon.*



Porsche Carrera GT — *A machine of analog intensity and unforgettable sound.*



Bugatti Veyron 16.4 — *The hypercar that redefined the upper limit.*



Ferrari LaFerrari — *Hybrid power, V12 emotion, and flagship presence.*


BANDOLIER

THE GO-FAST LIFE

Cigarette boats, offshore racing and the American underworld where horsepower meets waterfront hospitality.

Born for Speed

Few boats capture the imagination like a go-fast. With a long, sleek profile, low cockpit and massive horsepower, these offshore powerboats were built for one thing — speed. In the 1970s and 1980s, Cigarette Racing set the standard, creating high-performance boats that could slice across open water at breathtaking speeds. Their bold designs, distinctive paint schemes and multiple outboard engines made them instantly recognizable from Miami to the Bahamas.

A Legend in Offshore Racing

Cigarette Racing, founded in 1969, quickly dominated the offshore racing world. Its deep-V designs delivered unmatched performance, helping the brand win races and set speed records. The wider performance-boating industry also includes other builders, but Cigarette remains the benchmark for speed, innovation and style.

Today, modern Cigarette boats often feature multiple 450-horsepower outboards, advanced hull technology and custom interiors, keeping the brand at the forefront of high-performance boating.





> *"More than a boat — a symbol of freedom, excess and adventure on the open water."*

The Go-Fast Era

In the 1970s and 1980s, go-fast boats became part of a larger culture in South Florida. Their speed, range and low profile made them ideal for more than just weekend fun. They were also used by smugglers to move everything from cigarettes to electronics — and, at times, far more valuable cargo. The same boats that appeared at offshore races often ran at night, loaded with contraband, heading to secluded beaches and private docks throughout the Caribbean and Florida Keys.

This history gave go-fast boats a reputation that extended beyond racing. They symbolized a lifestyle of risk, reward and independence on the water.

The Social Side

Beyond racing and smuggling, go-fast boating is also about the people, places and experiences. From waterfront lunches in Miami and the Bahamas to exclusive island gatherings, these boats bring together owners, adventurers and enthusiasts who share a passion for speed and the ocean. It's a culture, a community and a way of life.

LEGENDS OF THE OPEN WATER

Cigarette, Scarab, Apache and the boats that defined offshore speed.



The Cigarette Legacy

Few names carry more weight in offshore performance than Cigarette Racing. Founded in 1969 in South Florida, Cigarette helped create the modern high-performance powerboat, with clean lines, deep-V hulls and race-proven designs built for serious speed. Models like the 38 Top Gun remain icons on both the race course and the weekend run.

Scarab, Apache and More

Cigarette wasn't alone in shaping the offshore era. Scarab brought bold styling and innovative engineering to the market, including the legendary 38 KV with its distinctive closed cockpit. Apache, with its sleek, aggressive profile and offshore pedigree, also earned a devoted following for speed, handling and durability.

Together, these brands fueled a golden age of go-fast boating that continues to thrive today.



> *"Offshore racing is more than a sport — it's a lifestyle, a brotherhood and a passion for speed on the open water."*

Events on the Horizon



Miami International Boat Show

FEBRUARY 11–15, 2027

A global showcase of the latest high-performance boats, marine technology and luxury brands.



Key West Offshore World Championship

NOVEMBER 8–14, 2027

The sport's ultimate test, where the world's top offshore teams battle for titles in Key West.

TOP OFFSHORE PICKS

1. **Cigarette 38 Top Gun** – The benchmark in offshore performance.
2. **Scarab 38 KV** – A classic with unmistakable style.
3. **Apache 41** – Proven speed and offshore pedigree.


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BEYOND THE HUMIDOR

Craftsmanship meets hospitality — and a new chapter for Tampa's Cigar City.



THE GATHERING *A familiar part of the cigar-club tradition.*





THE RITUAL *Objects and occasions.*



THE HARVEST *Where the story begins.*



THE COMPANY *The people make the room.*



THE LAND *A tradition rooted in agriculture.*

CULTURE WATCH / NOVEMBER 2026

YBOR CITY'S NEXT CHAPTER

J.C. Newman Cigar Co. is targeting early 2027 for the opening of three hospitality venues in a restored 1910 building across from its El Reloj factory in Tampa's Ybor City. Plans call for Elaine's Restaurant, Stanford's Cigar Club and The Inn at El Reloj, an 11-room boutique hotel.

The Sanchez y Haya building once served workers and visitors in the neighborhood that helped make Tampa famous as Cigar City. Its revival ties the area's industrial history to a new generation of social gathering places. An exact opening date had not been announced at press time.

Source: J.C. Newman Cigar Co. / November 2026 company announcement.

INSIDE THE LEAF

01 WRAPPER
The outermost leaf, selected for appearance and character.

02 BINDER
The leaf that holds the filler together.

03 FILLER
The blend of leaves at the cigar's center.

CIGAR CULTURE / PEOPLE & PLACES

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The blend of leaves at the cigar's center.

HABANOS, S.A. INTRODUCES SAINT LUIS REY PALATINOS

Saint Luis Rey introduces a new vitola exclusively for La Casa del Habano and Habanos Specialist establishments.
The new Palatinos vitola expands the Saint Luis Rey portfolio with the Genios factory vitola, created for aficionados who seek depth, intensity, and the unmistakable flavour that has defined the brand since 1940.



in an unforgettable evening that brought together more than 500 international guests - including aficionados, distributors, and industry figures - Habanos, S.A., together with its distributor, Pacific Cigar Company, officially unveiled the Saint Luis Rey Palatinos. This new addition marks a historic milestone, becoming the first regular-production vitola in the brand's history to be available exclusively through the official La Casa del Habano retail network and "Especialistas en Habanos" (Habanos Specialists) establishments



Founded in 1940, the brand pays tribute both to the renowned tobacco-growing municipality of San Luis - located in the Vuelta Abajo* region (Pinar del Río*, Cuba*) - and to King Louis IX of France. This linguistic and cultural fusion blends a devotion to the finest tobacco-growing land with the refinement of European tradition. Since its inception, Saint Luis Rey has distinguished itself among connoisseurs for the aromatic richness, depth, and intensity of its full-bodied blend.

Saint Luis Rey Palatinos: begins on the palate, awakens the senses.
The new vitola, Palatinos, takes its name from the Latin palatium - evoking distinction and nobility - while also making a direct play on the word "palate." It is presented in the highly regarded Genios factory format (52 ring gauge x 140 mm in length) and is crafted "totally by hand" with long-filler tobacco, using carefully selected binder and filler leaves from the Vuelta Abajo* region.
Featuring an eye-catching, silky-textured *colorado* wrapper with a subtle sheen, Palatinos combines the intense profile characteristic of Saint Luis Rey with a generous format that offers 70 to 75 minutes of refined smoking pleasure.

Global launch of Saint Luis Rey Palatinos

The global launch brought together more than 500 guests in Macau for a celebration of Cuban craftsmanship and the close cultural ties between Cuba and Asia.
The evening opened with Macau 2049 - a spectacle that blended cutting-edge technology with Chinese tradition - followed by a welcome cocktail reception where guests enjoyed iconic cigar vitolas such as Regios and The A.
During dinner, enlivened by live performances from Las Marías and Mambo Man, the most anticipated moment arrived: Alberto Donar Cruz Rojas, Commercial Vice President of Habanos, S.A., officially unveiled the Saint Luis Rey Palatinos to the international audience.
During his speech, he stated: "Great Habanos are remembered for the emotions they evoke, and tonight, with all of you, the first chapter in the story of Saint Luis Rey Palatinos begins. Enjoy this experience - one that starts on the palate, but will awaken all of your senses!"
Dag Holmboe, executive director of Pacific Cigar Company, stated: "This is, without a doubt, the largest event that PCC has organised to date. We have a full house of 550 guests. Believe it or not, we are at maximum capacity. […] It also marks the global launch of the Saint Luis Rey Palationos, and we are holding an auction for these four magnificent humidors… […] So, I hope everyone will be very generous. […] Enjoy the evening, have fun, smoke a good cigar—or several—and have a great time. Thank you very much!"
The celebration continued with the theatrical performance Havana The Musical and culminated in a charity auction of four exclusive humidors, organised by Madison Auction and conducted by its CEO, Sam Lin. Three of the humidors commemorated anniversaries of brands within the Habanos portfolio: the 60th anniversary of Diplomáticos, the 90th of Rafael González, and the 30th of Cuaba. The fourth was dedicated to Saint Luis Rey, the featured brand of the evening. Lined with Spanish cedar and containing Habanos - cigars crafted entirely by hand using long-filler Tobacco - the four pieces raised 753,750 USD, with proceeds benefiting Cuba's public health system.

Product details:

- **Brand:** Saint Luis Rey
- **Commercial name:** Palatinos
- **Factory name:** Genios
- **Dimensions:** cepo 52 x 140 mm in length
- **Strength:** Strong

Tasting notes:
Before being lit, the Saint Luis Rey Palatinos reveals notes of cedar, roasted coffee, and a subtle hint of leather.
The first third opens with a creamy character, featuring light notes of cacao against a spicy backdrop, from which nuances of nuts and wood emerge.
Moving into the second third, the brand's signature "strong" (fuerte) profile becomes more pronounced: notes of white pepper and a faint earthy quality appear, while the smoke gains intensity, accompanied by a subtle hint of honey.
The final third maintains its aromatic persistence, leaving a long finish that blends wood, spices, and a delicate sweetness—concluding the experience with elegance.
Its intense and complex profile reflects the distinctive character of Saint Luis Rey, offering a refined and memorable smoking experience.
PAO (Protected Appellations of Origin)

WHISKY & THE WINNER'S CIRCLE

Scotch, bourbon and the sport of kings.

For centuries, whisky and horse racing have gone hand in hand. Both represent tradition, craftsmanship and a passion for excellence. From the grand estates of Scotland to the historic tracks of Kentucky, whisky has not only been enjoyed at the races — it has helped shape the sport through the fortunes and influence of the men and women who made it, drank it and bet on it.

Scotland's Whisky and the Turf

Many of Scotland's great whisky families were also deeply involved in racing. Wealth from the whisky trade helped fund some of the finest thoroughbreds in history. Tommy Dewar, of the famous Dewar's Scotch whisky, was a passionate owner and breeder, most famously with Cameronian, the 1931 Epsom Derby winner. Other major whisky merchants, including the Buchanans, Grants and Bell's, also had a strong presence in the sport, using racing as both a personal passion and a way to build their brands.

Kentucky Bourbon and Thoroughbred Culture

In the United States, bourbon and horse racing share a special bond, with Kentucky at the center of both. Many early distillers were horsemen, and racing helped put Kentucky on the map as a destination for fine spirits and world-class thoroughbreds. Names like James E. Pepper, a legendary bourbon distiller, are closely tied to racing history.

The Kentucky Derby and the Mint Julep

No drink is more closely associated with horse racing than the Mint Julep. This classic bourbon cocktail has been the signature drink of the Kentucky Derby for generations, symbolizing the elegance and hospitality of the sport. Each year, thousands of juleps are served at Churchill Downs, continuing a tradition that brings together great whisky, great racing and great company.



> *"Whisky fortunes bought racehorses. Racing gave those fortunes an audience."*

James Buchanan's Winning Horses

James Buchanan, of Buchanan's Scotch whisky, was one of the most successful owner-breeders in racing history. His horses, including The Tetrarch, won some of the biggest races in England, helping to cement the connection between Scotch whisky and the Thoroughbred world.

Maker's Mark and Keeneland

Maker's Mark has long been associated with Kentucky's racing heritage, including a prominent presence at Keeneland. The brand's distinctive red wax and commitment to tradition reflect the same values that define the sport of kings.

Blanton's and the Horse-and-Jockey

Blanton's Bourbon is known for its iconic bottle stoppers, each featuring a different Thoroughbred and jockey in motion, a tribute to the deep ties between fine bourbon and racing.



Scotch vs. Bourbon

Scotch is typically made from malted barley and aged in Scotland, known for its complex, smoky and varied flavors. Bourbon is made primarily from corn and aged in new charred oak barrels, delivering a sweeter, richer profile. Different in style, but united by a shared heritage of tradition, craftsmanship and a love of the Thoroughbred.

PLAYHORSE®
MAGAZINE

THE SOCIAL CIRCUIT

WHERE THE SEASON GATHERS

From Palm Beach galas and Miami race-week hospitality to Naples soirées, yacht-side cocktails and private cigar lounges, the 2027 social season is all about connection, curation and style.



The New Guest List

The South Florida social scene in 2027 is less about size and more about substance. The season's most sought-after invitations are increasingly intimate — thoughtfully curated gatherings that bring together a tighter circle of friends, patrons and kindred spirits. From private dinners in Palm Beach to waterfront salons in Naples, hosts are prioritizing meaningful connection, elevated hospitality and experiences that feel personal, not produced. It's a shift that feels both modern and timeless: exclusivity with a purpose, style with a sense of community.

From Track to Terrace

Racing and equestrian season remain cornerstones of the South Florida calendar, but in 2027 the experience extends far beyond the finish line or the show ring. Trackside and ring-side hospitality has evolved into full-day lifestyle experiences, with chef-driven lounges, bespoke brand partnerships and refined entertainment. Whether it's a race-week suite in Miami, an equestrian grandstand in Wellington or a post-competition terrace party, the energy is sophisticated, social and unmistakably South Florida — where sport, style and camaraderie meet.

A More Personal Luxury

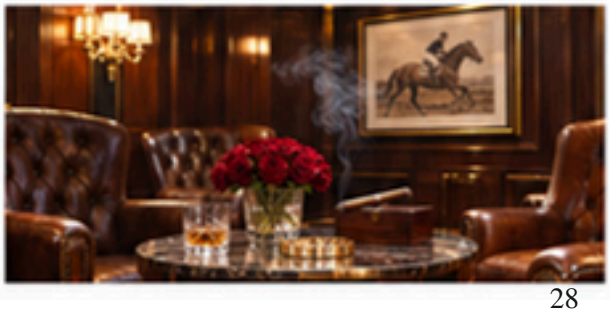
Across the region, luxury in 2027 is defined by curation, culture and cause. Charity galas and purpose-driven events are drawing record support, uniting social life with real impact for local and global initiatives. Art and culinary collaborations continue to flourish, from private gallery evenings and artist salons to immersive dinners led by celebrated chefs. Meanwhile, private clubs are more dynamic than ever, offering a mix of tradition and fresh programming that keeps the season vibrant from January through April and beyond. The new luxury isn't just about being seen — it's about being part of something meaningful.

> *"In 2027, the most memorable rooms are not always the largest — they are the best curated."*

SOCIAL CIRCUIT NOTES

- Palm Beach gala season
- Miami race-week hospitality
- Naples cigar-lounge networking
- Yacht-side entertaining
- Charity dinners with purpose





Season Highlights

A look at the people, places and polished moments defining the 2027 South Florida social season.



Palm Beach Gala | *A gala reception sets the tone for a season of style, philanthropy and connection.*



Trackside Elegance | *Polo, hospitality and high style in the heart of the Wellington season.*



A Table for Conversation | *An intimate dinner where good company and great purpose align.*



Dockside Style | *A yacht-side gathering that captures the season's effortless glamour.*



In Good Company | *A private-club setting for conversation, collaboration and lasting friendships.*

PLAYHORSE MAGAZINE

Luxury Lifestyle in the Fast Lane

2027 EVENTS CALENDAR

The world's great races, celebrations & connections



JANUARY 30, 2027

PEGASUS WORLD CUP

Gulfstream Park • Hallandale Beach, Florida



FEBRUARY 23, 2027

HORSEPOWER AFTER HOURS

Bourrē Bonne • Louisville, Kentucky

PLAYHORSE premiere issue celebration & HorsePOWER chapter launch, beginning at 6 PM



MARCH 27, 2027

DUBAI WORLD CUP

Meydan Racecourse • Dubai, UAE



MAY 1, 2027

KENTUCKY DERBY

Churchill Downs • Louisville, Kentucky



JUNE 5, 2027

BELMONT STAKES

Belmont Park • Elmont, New York



JUNE 15–19, 2027

ROYAL ASCOT

Ascot Racecourse • Berkshire, England



AUGUST 28, 2027

TRAVERS STAKES

Saratoga Race Course • Saratoga Springs, New York



OCTOBER 29–30, 2027

BREEDERS' CUP WORLD CHAMPIONSHIPS

Belmont Park • Elmont, New York

Events and details subject to change. For updates and opportunities visit

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ASTRAL
TEQUILA
BLANCO


14
ABERLOUR
EST. 1879
DISTILLERY
SPEYSIDE SINGLE MALT
SCOTCH WHISKY
DOUBLE CASK MATURED
14
DISTILLED AND BOTTLED
IN SCOTLAND
ABERLOUR
EST. 1879
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DOUBLE CASK MATURED