

March 23, 2006

Partida broadens outreach

NEWPORT BEACH, CA: Premium label **Partida** tequila is expanding a PR and marketing effort aimed at consumers and the bar and restaurant industry.

AOR Dentsu Communications started its PR efforts when the tequila debuted last June. On April 20, it will hold a formal tasting party in LA for VIP celebrities and select press, held in conjunction with a party for David Rodriguez, a hot Mexican-American fashion designer.

In late summer, Dentsu will hold press events in Houston and Dallas, and is looking into holding similar events in San Antonio and Austin, TX. **Partida** is also eyeing Chicago and Las Vegas as potential event sites.

Earl Adams, account supervisor at Dentsu, said consumer outreach efforts use "brand ambassadors" who will visit restaurants and bars and speak directly to consumers about the tequila.

Family scion Sophia **Partida**, spokeswoman for the effort, said, "We're moving away from the whole 'let's party and do a shot' image into a more sophisticated area, teaching people how to enjoy tequila like a fine wine."

PR will focus on heritage. "We realized we could own the heritage angle because no one is telling this story," Adams said.

He added that Dentsu's PR duties have expanded into integrated marketing, including ads in trade and consumer titles.

PR efforts include media outreach to spirits, food, travel, and luxury lifestyle books, plus media buys in high-end publications, such as *Ocean Drive*.

Partida will run sales-support meetings in each new market, followed by press events for tastemakers and entertainment, food, and lifestyle press. At the events, "we tell the story of **Partida** Tequila and how to create a great Mexican dinner with it as the center," Adams said.

Because spirits are regulated state-by-state, "we've been taking the time to find the proper distributor in each market and individually roll out our programs in each state," he added.