




EMAIL/E-COMM MENTIONS



TEQUILA
PARTIDA®



2025

Overall Mentions: 8

Individual Accounts: 5

Email Subscriber Reach: 7.2 Million

JANUARY



“Our favorite of the mix turned out to be Partida Añejo”

* Scarlet & Grover January 2025

Scarlet says:

Back when Grover and I were just getting to know one another, around 19 years ago, Grover learned that I liked tequila. In an effort to woo me, he showed up at my apartment in San Francisco with a big box filled with every tequila that they sold at Costco at that time.

Our favorite of the mix turned out to be Partida Añejo, with its warm barrel notes and spicy finish. It may have been the first additive-free tequila that we loved, even though we didn't know anything about additives at the time.

Last week we decided to buy a bottle to see if it had changed over the years, and we were pleasantly surprised. All of the caramel, agave, and spice notes were still there, with a hint of black pepper on the finish.

We also picked up a bottle of their upscale Roble Fino Añejo, aged in a mix of ex-bourbon barrels and former sherry casks.

This complex sipper offers dried fruit, vanilla, and butter, with a hint of baking spices.

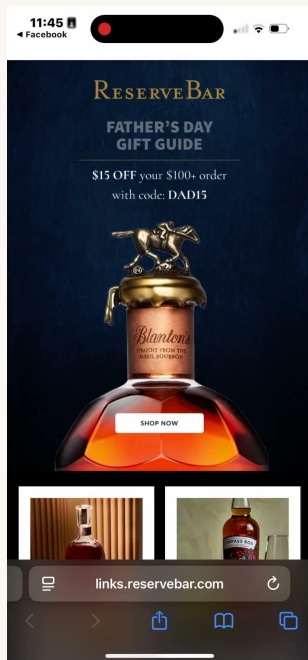


Tequila
Matchmaker
Monthly
Newsletter 500K
subscribers



MAY

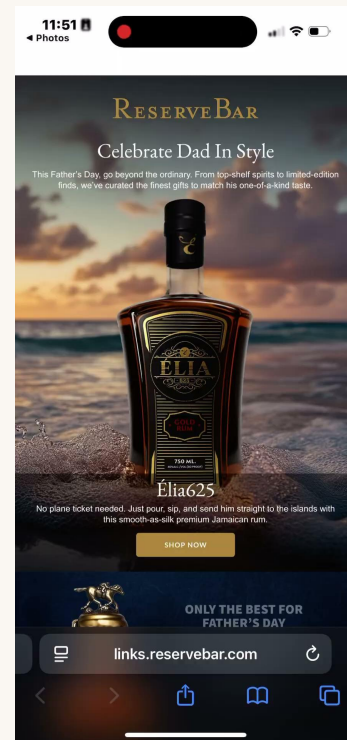
RESERVE BAR



Celebrate dad in style

Newsletter 2,094,547
subscriber

Dad Gift Guide
Newsletter 2,094,547
subscriber



RESERVE BAR

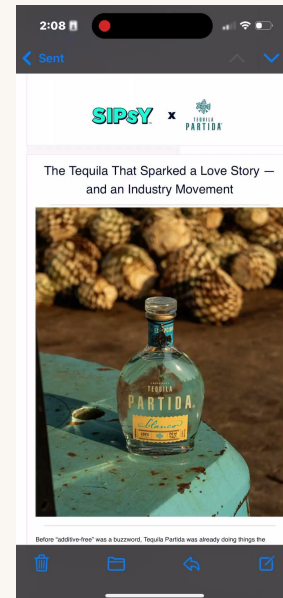
JUNE

SIPSY™



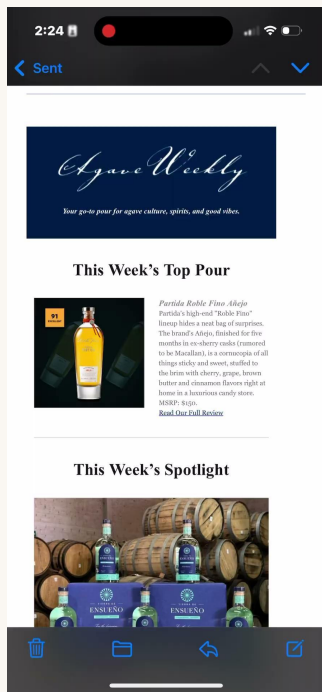
Only the best
for Father's day

Newsletter 2,094,547
subscriber



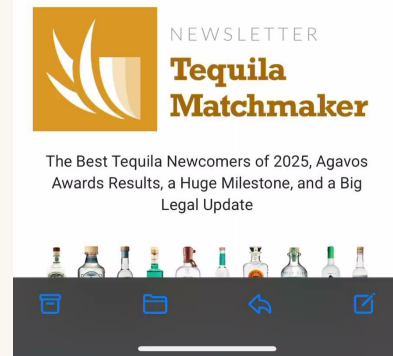
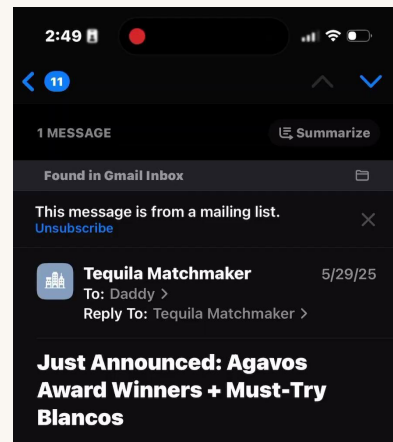
The Tequila That Sparked a
love story & Movement

Newsletter 72K subscriber



JUNE

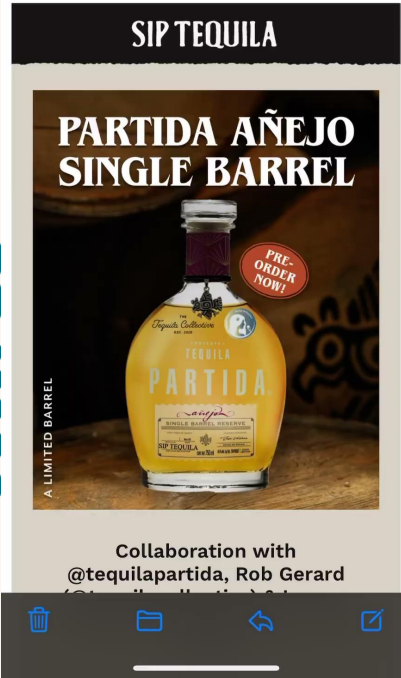
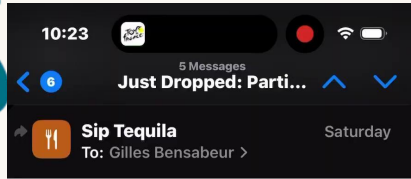
This week's
Top Pour 50K
subscribers



Agavos Awards

Newsletter 500K subscribers

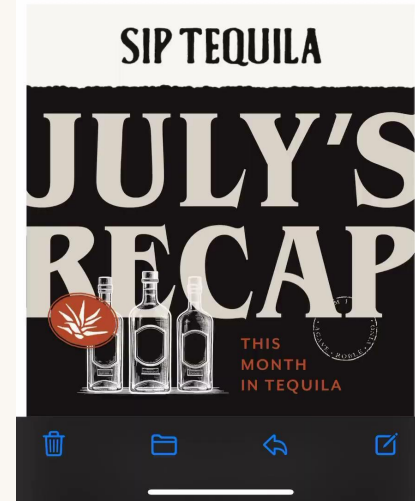
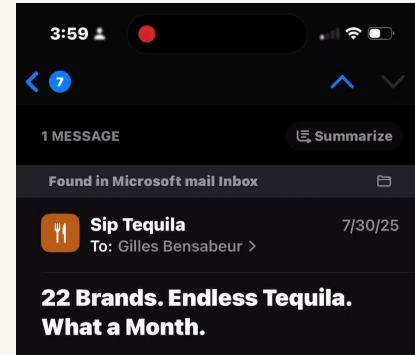
JULY



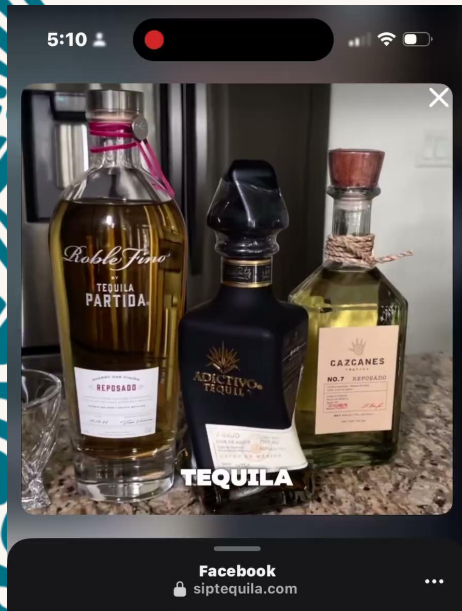
Two emails

Single Barrel Anejo launch

Collaboration with, Rob Gerard (@tequilacollective) & Lauren Castano (@loveintequila) + Sip Tequila



AUGUST



SIP TEQUILA

Facebook and Instagram campaign

Featuring Roble Fino

SIP TEQUILA

Are you 21 years old or older?

YES