



An advertisement for Partida Tequila. On the left, the brand name 'PARTIDA®' is written in a large, bold, serif font, with 'TEQUILA' below it. Underneath is the tagline 'THE WORLD'S TOP RATED TEQUILA'. Above the name is a small crest logo. To the right of the text are three bottles of Partida Tequila: one yellow (Añejo), one white (Blanco), and one light green (Reposado). Below the text and bottles is a horizontal strip of five small landscape photographs showing desert scenes with agave plants and mountains. The background of the right side of the ad is a colorful vertical stripe pattern in purple, blue, yellow, and pink.

Photos Courtesy: Partida Tequila



Partida Tequila de México hosted a luxurious event during the last week of July aboard the majestic *Tu Enamorado* sailing vessel. This event was held in recognition and appreciation of Los Cabos' restaurants and hotels that have contributed to Partida Tequila's success in this market. About 25 special guests were hosted by the Partida team. Dubbed "Partida Breeze," the skilled sailing crew was at the helm of the goleta (type of vessel) as it cruised the Sea of Cortez. A leading tequila expert was on board to conduct tastings of Partida's premium Blanco, Reposado, and Añejo tequilas.