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PARTIDA TEQUILA LAUNCHES NEW VIRAL CAMPAIGN

Partida Tequila founder and chairman Gary Shansby announces a new marketing campaign that includes [viral](#) videos, podcasts, a re-designed [website](#), bartender events, blogging, sweepstakes and online and traditional trade & print advertising.

Partida is an estate-grown premium Tequila made from 100% blue agave in Mexican region of Amatitán. Partida is available in Blanco, Reposado, Añejo and Elegante and is available in Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Maryland, Nevada, New Jersey, New York, Texas, Washington, DC and Washington.

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