

**ESPOLÓN TEQUILA**



## Espolon Barrio Fiesta 2023

The First Espolon Festival in Asia

The poster for Espolón Barrio Fiesta 2023 features a textured, aged paper background. At the top, it says 'ESPOLÓN TEQUILA PRESENT'. The main title 'ESPOLÓN BARRIO FIESTA' is in large, bold letters, with '2023' in a red box. Below the title, it lists the dates '31 Oktober - 4 November' and the location 'Canggu, Bali - Indonesia'. A list of activities includes 'Bar Take Over', 'Mexican Food Stall', 'Flair Show', 'Face Painting', and 'DJ Performance'. The poster highlights a 'GUEST STAR' 'THE HYDRANT' and a '1 DAY BLOCK PARTY FESTIVAL' at the 'ESPOLÓN Mural Area' in 'Beach Garden Canggu' on November 4. A '4 DAYS STRAIGHT BAR TAKE OVER' is also advertised, with participating venues: 'The Shady Fox & Old Man's' (31 October 2023), 'Hippie Fish, The Back Room, The Shady Pig, Teasing Tongues' (1 November 2023), 'Santanera' (2 November 2023), and 'Platonic' (3 November 2023). At the bottom, there is a 'Please follow us on' section with social media handles and a 'Enjoy Responsibly' message. The bottom of the poster features a detailed illustration of a Mexican fiesta scene with skeletons, musicians, and dancers.

Bali, Indonesia - October 2023 - Get ready for the ultimate celebration of tequila, culture, and spirited revolution! Espolon, one of the world's most innovative tequila brands, is thrilled to announce its inaugural **Espolon Barrio Fiesta 2023**. For the first time ever in Asia, the vibrant heart of Bali, Indonesia, will host this electrifying event from **October 31 to November 4, 2023**.

Set against the backdrop of Bali's stunning landscapes, the Barrio Fiesta is more than just a festival; it's a bold statement of artistry and going against the grain. Themed as a Mexican style block party, it aims to cement Espolon's place as the #1 top-of-mind tequila on the island.

### Five Days of Fiesta, Flavors, and Fun

The festival kicks off with a three-day **Bar Take Over** from **31 October to 2 November 2023**. Six premier outlets in Bali, The Shady Fox and Old Man's, Hippie Fish, The Back Room, The Shady Pig, Teasing Tongues, Santanera, and Platonic will participate in this takeover. Each venue will feature a Bar Take Over by Campari's elite bartenders or brand

ambassadors, promising an unforgettable experience of flair, flavor, and festivity.

The grandeur escalates on **November 4** with a high-energy **Block Party Festival** at the Espolon Mural Area, near Beach Garden, Jl Batu Bolong, Canggu. Attendees will immerse themselves in an authentic Mexican block party with Bar Take Over by The Lawn Ranger, featuring an array of Mexican food stalls, a dynamic flair show, face painters, and pulsating DJ performances. Highlighting the event is the guest star appearance of The Hydrant, set to electrify the crowd with their explosive performance.

## ESPOLÓN TEQUILA



### **Espolon: A Legacy of Artistic Rebellion and Craftsmanship**

Espolon, a tribute to the storied culture of true Mexican tequila-making, isn't just crafted; it's sparked with a spirit of rebellion. Born from Maestro Tequilero Cirilo Oropeza's artistic rebellion and audacious innovations, Espolon tequila speaks to the souls of those who seek their path outside tradition. The brand's rapid ascension to the second-fastest-growing premium tequila worldwide is a testament to its connection with a young, creative, and audacious generation.

The Espolon Barrio Fiesta 2023 embodies this spirit of audacious creativity. It's not just an event; it's a declaration, a communal toast in celebration of those who live by their own rules. This festival is a tribute to progressive minds and rebellious hearts, a tangible swirl of music, art, and flavor that defies expectations.

From the energy-infused streets of Bali, Espolon's Barrio Fiesta calls out to every free spirit and revolutionary soul. It's more than a gathering; it's an uprising of creative rebellion, a place where the music is louder, the colors are brighter, and the tequila speaks volumes. Here, tradition isn't just honored; it's reimaged.

### **Let's Celebrate!**

As we countdown to this historic event, we call on revolutionaries, creatives, and tequila enthusiasts to join us in a celebration of progress, artistry, and community. Espolon Barrio Fiesta 2023 promises not just a taste of premium tequila but a dive into a cultural experience that champions the bold and the revolutionary.

When tradition meets creativity, unforgettable stories are born. Be part of this story at the Espolon Barrio Fiesta 2023.

*Espolon encourages all attendees to celebrate responsibly.*



## ESPOLÒN TEQUILA



### ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey e Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Headquartered in Sesto San Giovanni, Italy, Campari Group owns 23 plants worldwide and has its own distribution network in 25 countries. The Group employs approximately 4,300 people. The shares of the parent company, Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001.

For more information: <http://www.camparigroup.com/en>.

### ABOUT ESPOLÒN

Handcrafted with 100% Weber Agave, Espolòn is a premium tequila that celebrates the storied culture of true Mexico through classic 19<sup>th</sup> century artistry and the iconic rooster, a symbol of national pride. The labels, unique illustrations inspired by Mexican artistry, infuse the characters of Guadalupe, Rosarita and Ramon the Rooster into journeys capturing real moments in Mexican history. Espolòn is produced in three marques, Blanco, Reposado and Añejo.

The San Nicolas Distillery was founded in 1998 with distillery facilities show the ancient Mexican cultural environment, mixed with the most modern and advanced production technology. In 2009, Campari Group purchased the Espolòn brand, along with the San Nicolas Distillery where it is made. After a 3 year hiatus in the US, Espolòn is reintroduced with the same award-winning liquid and updated packaging heralding the true history of Mexico.

Images:

<https://drive.google.com/drive/folders/1KAYbk-KRxkXSCi0CcD-qSL77G2G5wKQ2?usp=sharing>

Media Contact:



**Hevie Ursulla**

Managing Director Portfolio Indonesia

Tel: +628 1190 7537

E-mail: [hev@portfolioindonesia.com](mailto:hev@portfolioindonesia.com)