

Wednesday 9th October 2024

ALTOS MARGARITA MASTERS IS BACK

Four nationwide regional heats will determine who is selected to compete in a grand final, taking place this November in London, with the top prize of a trip to Mexico, the home of Tequila, up for grabs!



After a successful first year, and with the Margarita cocktail continuing to grow in popularity across the country, Altos is back with a second iteration of its Altos Margarita Masters competition. Entries are now open for those in Edinburgh and Manchester, the last of four regional heats, ahead of a grand final due to take place in London this November.

Those entering will compete to win a trip to Mexico in January 2025 and entry could not be simpler, all it takes is one Margarita recipe inspired by a personal story or experience. The winner of each regional heat will also receive a £1,000 cash prize.

James Bremner, On-Trade Channel Director for Pernod Ricard UK, comments: “We’re delighted to be bringing this competition back for the second year in a row as last year’s event helped us not only build advocacy with the trade, but also solidify Altos as a key player in the tequila boom happening across the On-Trade right now. Whilst Tequila has long been part of the fabric of the On-Trade, there is also a shift to Premium styles happening in this channel, through longer serves and cocktails, including the Margarita, which entered the Top 10 Cocktails for the first time¹, showing it continues to capture consumers imaginations.”

¹ CGA Mixed Drinks Report 2024

This year's competition gives bartenders the chance to showcase their skills and creativity by crafting a Margarita inspired by a personal story or experience. Judges will evaluate on taste, appearance, creativity and overall presentation. Each entry must include a minimum of 35cl Altos Plata or Altos Reposado Tequila. Participants must be employed by the hospitality industry.

Regional Heats:

- 9th October, London, Café Pacifico, 1pm – 5pm (Entries Closed)
- 15th October, Birmingham, Couch, 12pm – 4pm (entry deadline: Closed)
- 21st October, Edinburgh, Chanco, 1pm – 5pm (entry deadline: 14th October)
- 28th October, Manchester, Blinker, 1pm – 5pm (entry deadline: 21st October)
- 13th November, Final in London, Viajante87, 1pm- 6pm

Entries should be submitted to AltosMargaritaMasters@pernod-ricard.com.

-ENDS-

Notes to editors

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.