



ALTOS TEQUILA ANNOUNCES JENNY TEASDALE AND JEFFREY GARCIA AS WINNERS OF THE 2023 SUSTAINABILITY-FOCUSED TAHONA SOCIETY COMPETITION



A project conceived to encourage and increase the accessibility of glass recycling in Cartagena, Colombia, has taken top spot at the third edition of Altos Tequila's The Tahona Society Competition. Taking place in Guadalajara, Mexico, from 26th-29th June, the global finale of Altos' sustainability-focused competition saw 12 bartenders from around the world go head-to-head as they pitched their very own sustainable/welfare-focused initiative for the chance to win a \$50,000 grant to make their concept a reality.

Jenny Teasdale and Jeffrey Garcia's winning project, Green Apple: Zero Glass Waste Cartagena, aims to change the perception of glass waste, create jobs in the local community and encourage bars to recycle in a city where this has historically been borderline impossible. Using the \$50,000 prize fund, Teasdale and Garcia will build a new recycling centre in Cartagena in order to make glass recycling more widely available than ever before and unite the city's bars in taking the next step towards a more sustainable future for the local community – and beyond.

Jenny Teasdale comments: "The Tahona Society Competition will be life-changing – not just for us, but for our local community in Cartagena. Glass waste in Cartagena has long been problematic, but our winning project, Green Apple: Zero Glass Waste, aims to recycle up to 25% of the glass waste generated by tourism in the city within 2 years. We're incredibly grateful to The Tahona Society and Altos Tequila for this opportunity, and we're looking forward to putting the \$50,000 grant to good use as we begin building the first industrial glass recycling centre in the city."

The win for Green Apple: Zero Glass Waste Cartagena is the result of many months' work for Teasdale and Garcia – from winning their local final in Colombia, to undergoing an intensive 3-month long coaching process in the lead-up to the competition's climax featuring one-to-one training and hands-on workshops from business and marketing experts. This included Kirén Miret, Executive Producer of Mexico and Colombia's Shark Tank reality television series, Dré Masso, co-founder of Altos Tequila and Luis Antonio Espino, Private Strategic Communications Consultant – all of whom joined Michael Merolli, CEO at House of Tequila



– Pernod Ricard, and Elliot Kotek, CEO and Founder of The Nation of Artists, on The Tahona Society Competition’s expert judging panel.

Dré Masso, Altos Tequila and The Tahona Society Co-Founder, says: “The Tahona Society Competition is growing on a global scale year-on-year, as sustainability retains its importance as a key issue which transcends the bartending community. We’re continually inspired by the calibre and variety of projects created by our collective of bartenders and Green Apple: Zero Glass Waste is a prime example of an initiative which embodies Altos Tequila’s core values of recycling and waste reduction.”

Carlos Andrés Ramírez, Global Advocacy & PR Manager at Pernod Ricard House of Tequila, concludes: “Through The Tahona Society, we have pioneered expert training not just in Tequila, but in the art of bartending and sustainable bar practices for almost 15 years. And we’re seeing the benefits of this education come to life through the sheer quality of projects The Tahona Society Competition generates. We want to say a huge congratulations to Jenny and Jeffrey of Green Apple: Zero Waste Cartagena, a breakthrough project which will make huge strides in reducing glass waste in this city. We’re looking forward to joining you on the journey towards making a success of this business venture and taking it beyond just Cartagena.”

-ENDS-

NOTES TO EDITORS

About The Tahona Society:

The Tahona Society is an exclusive global community of the world’s most Tequila-passionate professional bartenders. Set up in 2009 by Altos Tequila and Worldwide Cocktail Club founders, the late Henry Besant and Dré Masso, The Tahona Society already has more than 4,000 members from around the world. Members have benefited from expert training in Tequila which includes insight into the origins of the spirit, its production process and the history of the authentic Tahona process, as well as exploring the art of bartending with Tequila.

For further information about the Tahona Society, please visit <https://tahonasociety.com/>

About House of Tequila:

Pernod Ricard-owned House of Tequila is responsible for the brand management of the group’s award-winning ‘Made in Mexico’ range of tequila and mezcal, comprising Olmeca, Altos, Avión and Del Maguey. Its portfolio of Mexican spirits showcases the full spectrum of high-quality tequila production, and a laser focus on excellence and quality is the driving force behind the House’s work.

Using the finest ingredients, blended by experts, and with generations of experience and tradition behind its conception, the House of Tequila portfolio can be found in over 100 markets across the globe, including Mexico, USA, Australia, UK and more.

For further information, please visit <https://www.houseoftequila.mx/about-us/>

About Pernod Ricard

Pernod Ricard is the world’s n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. 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 holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine’s, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob’s Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,900 people and operates through a decentralised organisation,



with 6 “Brand Companies” and 86 “Market Companies” established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard’s strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.
www.pernod-ricard.com

For further information or images, contact:

Laura Martin

Richmond & Towers Communications

Tel: +44 (0)20 7388 7421

E-mail: laura@rtc.london