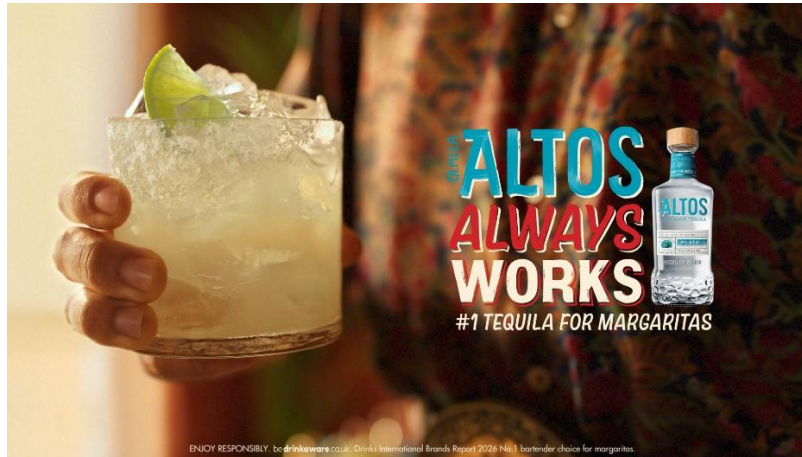


OLMECA ALTOS ALWAYS WORKS

ALTOS TEQUILA INVESTS IN NEXT GROWTH PHASE WITH FIRST GLOBAL BRAND CAMPAIGN

- Builds on the brand's position as the #1 tequila for Margaritas¹
- Multi-market rollout begins in the UK before expanding across Europe and Canada
- Latest investment supports Altos' long-term strategy to recruit the next generation of premium tequila drinkers



6th July 2026, London: Altos Tequila has unveiled its first global brand campaign: *Altos Always Works*. Built around the brand's credentials as the number one tequila for Margaritas¹, the platform is designed to broaden the appeal of tequila cocktails, inspire greater confidence in at-home cocktail making and reinforce Altos' position as the trusted choice for this, backed by bartenders around the world.

The campaign launches at a pivotal moment for the tequila category, which has become increasingly crowded. Continued global value growth has brought increased competition and greater choice, creating new barriers to trial. Now more than ever, consumers want to recreate bar-quality cocktails at home, but lack the confidence.

Building on Altos' longstanding reputation for quality, authenticity and exceptional mixability, *Altos Always Works* is rooted in a simple insight: making a great cocktail starts with the best tequila. Rather than focusing on the perfect recipe or technique, the campaign shows that Altos' high-quality makes it the ideal foundation for consistently great Margaritas or Palomas, in turn positioning premium tequila as accessible for both discerning drinkers and those discovering the category for the first time.

Co-founded in 2009 by internationally renowned bartenders Henry Besant and Dré Masso – in partnership with Master Distiller Jesús Hernández – Altos was specifically designed as an

¹ Drinks International Brands Report 2026



exceptional, reliable tequila for cocktails. That bartender-first approach continues to shape the brand today, providing the inspiration behind *Altos Always Works*.

Brought to life by British agency Wieden + Kennedy and director Sam Hibbard, the campaign centres on a suite of films, including lead [‘Snake Hips’](#). The film follows a nervous host who adopts an unconventional hip-shaking method to mix drinks for guests, demonstrating that however you shake, stir or pour, the result always works when you start with Altos.

Launching now in the UK, the campaign is being activated across high-impact social media, streaming TV channels, and digital video platforms. Following its UK debut, Altos Always Works will roll out across Canada, Portugal, and Central and Southern Europe, with further markets to follow.

It marks the next chapter in Altos’ brand evolution, following the launch of its refreshed visual identity and striking new bottle last autumn. Together, the redesign and creative platform strengthen Altos’ premium positioning, while continuing to shift perceptions of tequila from party shot to modern cocktail culture must-have.

"We created Altos for bartenders who needed a tequila they could rely on," **says co-creator Dre Masso**. "I remember saying '*Altos always works*' with a group of friends one night. It just came out. It wasn't planned, it just felt true. Now, people are making Margaritas at home with it, and that's exactly what they get. Something that works."

Daniela Via, VP of Marketing at House of Tequila says: "Altos has always stood out from the crowd through its bartender heritage, exceptional quality and versatility. Now, we're taking those proof points and transforming them into a distinctive global platform that's set to inspire more consumers to unleash their inner maker. *Altos Always Works* focuses on the foolproof, high-quality of our liquid, giving both the trade and consumers even more reasons to believe in Altos as the winning formula for delicious cocktails."

Altos Always Works marks the beginning of a long-term global platform that aims to recruit the next generation of tequila enthusiasts, while cementing Altos’ position as one of the category’s most trusted, influential and reliable brands.

-ENDS-



NOTES TO EDITORS

About Altos Tequila:

Altos is a super-premium Tequila, made from 100% pure Agave and Tahona liquid, crafted in the heart of Los Altos, 2104 meters above sea level in the western state of Jalisco, in Mexico. Born from a collaboration between Olmeca's own Master Distiller Jesús Hernández and the internationally renowned UK bartenders, the late Henry Besant and Dré Masso, Altos is made in part using the 500-year-old traditional Tahona method, before being distilled in small copper pot stills.

For further information, please visit <https://olmecaaltos.com/uk/>

About Olmeca Tequila

Established in 1967, Olmeca Tequila is a premium mixto Tequila which is enjoyed in more than 80 countries including China, Turkey, South Africa and Colombia. Olmeca is the No. 2 premium Tequila outside of the USA and Mexico and its range consists of Olmeca Silver, Olmeca Gold, Olmeca Reposado, Olmeca Añejo and Olmeca Dark Chocolate. At Olmeca tequila we measure every step of the production process to optimize all resources with a special focus on water, energy CO2, and waste. Our distillery recycles 99% of all its solid waste, and we are investing in the research of innovative uses for agave bagasse to give it a useful second life.

For further information, please visit <https://olmecatequila.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, Aviön 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 Pernod Ricard:

Pernod Ricard is a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes 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 and Mumm and Perrier-Jouët champagnes. Our 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's consolidated sales amounted to € 10,959 million in fiscal year FY25.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

For further information, please visit <https://www.pernod-ricard.com/en>

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