

# Bacardi returns to Summit and launches PATRÓN Tequila pop-up at Cancun Airport



EXPERIENCIA PATRÓN is located outside the main Dufry store in Cancun Airport

[Bacardi](#) is celebrating its return to exhibiting at the [IAADFS 2023 Summit of the Americas](#) show in West Palm Beach, with several new omnichannel initiatives and brand innovations across its portfolio.

"As a demonstration of Bacardi's ambition for [PATRÓN® Tequila](#), EXPERIENCIA PATRÓN has recently opened at Cancun Airport, prominently located outside the main Dufry store until December 2024)," explains a press release.

Designed to engage American consumers, this multi-layered omnichannel experience features pre-travel messaging in partnership with Expedia, including Cancun travel guides, OOH advertising throughout the travel journey, from arrival at Cancun airport through to in-store digital with Dufry.

"The eye-catching pop-up is a timeless yet contemporary structure of pale latticework, inspired by the shape and texture of the piña of the agave plant, curving around the brand displays, with a golden PATRÓN Tequila bee logo hovering over them, to the rear. The significance of the piña pattern reflects how PATRÓN Tequila cuts close to the heart of the agave plant to ensure only the sweetest part of the agave is used in the making of PATRÓN Tequila. Stone textures create a front 'driveway' for the entrance, while agave and hedge planters placed around the front of the pop-up encourage travelers to come in and make themselves at home."

The bar offers travelers the chance to sample PATRÓN cocktails, including the PATRÓN Paloma, PATRÓN Margarita and the PATRÓN Old Fashioned. Travelers can then check out the Dufry store to buy from the range. There, shoppers will find the entire PATRÓN Tequila range featuring the latest prestige innovation launch, PATRÓN en LALIQUE: Serie 3.

"While the liquid is a remarkable blend of rare extra añejo tequilas, the design of the crystal decanter, created by Marc Larminaux, Lalique's Artistic and Creative Director, is an artistic interpretation of the agave plant. PATRÓN en LALIQUE: Serie 3 tells the story of where PATRÓN Tequila is sourced and crafted and falls in line with the timeless theme of nature."

For this release, PATRÓN Master Distiller David Rodriguez and his team "curated a blend of extra añejo tequilas that is so rare, it can never be replicated." Fourteen different tequilas – each aged for up to eight years in French and American oak casks – were hand-selected and combined to create PATRÓN en LALIQUE: Serie 3.

The liquid is marked by its crystalline color and sweet and smooth taste featuring hints of spices, dried fruits, sherry wine and intense wood.

Commenting on the industry recovery post-pandemic, Geoff Biggs, Regional Director GTR Americas, Bacardi said, "Across the region there is growth. In Mexico it is driven by the ease of access for US travelers and we expect business to return to 2019 levels this year. In Argentina, Brazil, Chile and Colombia, flights are packed, consumers are excited to be traveling again and we are growing market share across our portfolio, especially driven by the relevance of our brands in the passion for home mixology and from on-premise trends in domestic markets.

"For many of these markets, although inflation continues to be an issue volatility in exchange rates is nothing new and consumer confidence, especially amongst high net worth individuals, remains high as there is clear pent-up demand for premium spirits.

"Finally, in Cruise, with several new ship launches in 2023, there is increasing opportunity for us to run our popular onboard engagement programs.

"We have a strong pipeline of innovation coming to market in 2023/24, across the portfolio including more prestige releases from PATRÓN Tequila. We are also adding to the extensive Bacardí rum portfolio with an increased focus on premium and sipping aged rums to offer as an alternative to other categories, notably for consumers who are choosing to drink less but drink better."

PATRÓN en LALIQUE: Serie 3 is also available in the Americas GTR market at International Shoppes stores at JFK T8, T5 and T1.