

Teremana teams up with Avolta to "Share the Mana" in Barcelona



The *Share the Mana* pop-up at the Avolta store in Barcelona El-Prat Airport

Mast-Jägermeister SE, the global distribution partner of Teremana, the premium, award-winning tequila, is collaborating with leading global travel experience player, Avolta, to bring its high impact activation to new locations and share the spirit with customers via a comprehensive Club Avolta campaign.

In July, the *Share the Mana* pop-up lands at the Avolta store in Barcelona El-Prat Airport. This follows successful activations in May and June at London Heathrow, London Gatwick and Madrid airports, supported by fully integrated and interactive digital campaigns exclusively with Club Avolta. This includes the member newsletter, a home-page takeover and a *Share the Mana* giveaway bundle, including a Teremana Bluetooth speaker.

Next up in September, the Teremana campaign will be live with Avolta at two more airports: Santo Domingo in the Dominican Republic and Las Vegas in the United States.

The *Share the Mana* installations give shoppers the opportunity to learn about tequila and discover Teremana's provenance and artisanal production. Founded by Dwayne 'The Rock' Johnson, Teremana is crafted under its own unique NOM 1613 at Destilería Teremana de Agave, located in the small town of Jesús María in the highlands of Jalisco.

"Consumer interest in tequila is growing rapidly and educating shoppers on the category is an important task," says Avolta Global Category Head of Liquor, David de Miguel. "We are delighted to

collaborate with Mast-Jägermeister SE to build awareness for the tequila category and Teremana, not only through the highly engaging *Share the Mana* activation but also the Club Avolta digital programme, which significantly increases traction through engagement at multiple points of the consumer journey.”

At the pop-ups, travelers can taste all three expressions, Blanco (€49.99/US\$57.70) served with grapefruit soda, and Reposado (€54.99/US\$63.50) and Añejo (€64.99/US\$75.00) served neat. With every purchase they receive a Teremana branded ice cube tray to make large ice cubes embossed with the Teremana logo, inspired by Dwayne Johnson’s tattoo. As part of the experience, consumers are invited to *Share the Mana* through their own stories of gratitude, and promoters capture the *Mana* moment with Teremana polaroids for travelers to take away.

“Teremana is going from strength to strength, proving that customers are excited about the tequila category and that they want the best quality and exceptional provenance,” says Mast-Jägermeister SE Marketing Director Global Travel Retail, Stephanie Cleary. “The Teremana experience, *Share the Mana* is expanding and evolving to embrace 360 online delivery, offering new experiences to shoppers, increasing awareness and driving sales.”