

Teremana tequila and Mast-Jägermeister unveil 'Share the Mana' activations in Europe



'Share the Mana': Teremana tequila claims pride of place at Berlin Airport

Teremana, the premium, award-winning tequila founded by Dwayne 'The Rock' Johnson, has launched its 'Share the Mana' campaign in European travel retail, following its launch at New York John F. Kennedy International Airport in March.

Teremana co-owner and exclusive distribution partner, Mast-Jägermeister is bringing Teremana to life with unique experiences, showcasing its provenance and craft production techniques. In Europe Share the Mana will reach an estimated 17 million passengers from April to June.

The Share the Mana installation occupies significant space in the main Gebr. Heinemann store at Berlin Airport T1, inviting travelers to explore Teremana. At Frankfurt Airport T1, there is a tasting bar and Share the Mana space. In May, the activation is set to open at airports in Munich and Istanbul, both running for eight weeks. The campaign is supported by advertising at Gebr. Heinemann's online shop.



Teremana features in an eye-catching display at London Heathrow Airport

At Avolta's World Duty Free stores at London Heathrow Terminal 3 and Terminal 5, the Share the Mana pop-up is already attracting customers and runs until the end of April. The takeover at these two spaces spreads the Mana throughout Heathrow, where consumers can share their stories of gratitude at both locations. All three expressions are available to try: Blanco, in a refreshing, Grapefruit Highball with grapefruit soda; and Reposado and Añejo neat.

David de Miguel, Avolta Global Category Head of Liquor, said, "We are delighted to launch Teremana into UK travel retail through our World Duty Free stores and to share the brand story and how it's crafted with our customers through an engaging in-store campaign. Tequila is a vibrant category and consumer interest at an all-time high."

The highly visible and engaging displays showcase Dwayne Johnson and his passion for Teremana and feature large blue agave plants in terracotta pots and a copper bar, depicting the copper pot stills used to make Teremana. A video depicts the Teremana Distillery and agave fields with the distillery workers and Dwayne Johnson who invites consumers to Share the Mana by raising a glass and a toast of gratitude. Participants in the toast of gratitude have the chance to win a travel voucher worth US\$5,000 and with every purchase shoppers receive a Teremana tote bag.

The Share the Mana engagement encourages social media interaction, as consumers share their gratitude toasts.



Teremana and Dwayne Johnson share the Frankfurt Airport spotlight

Made in small batches using traditional methods, Teremana is crafted in the Jalisco Highlands of Mexico at its own distillery, Destilería Teremana De Agave (NOM, 1613). Since launch, Teremana has received over 17 top awards, including Gold at the San Francisco World Spirits Competition, Gold at the Bartender Spirits Awards and Gold at the New Orleans Spirits Competition.

Dwayne Johnson comments, “Our goal is to create a tequila that is the best of quality and taste but done the right way; by hand. Small batch, handcrafted tequila from our Teremana blue agave, maturing in the highlands of Jalisco, for everyone to enjoy.”

Stephanie Cleary, Mast-Jägermeister Marketing Director Global Travel Retail, adds, “Our Share the Mana campaign in Europe will play a huge part in the internationalization of Teremana, reaching a massive global audience, traveling through these key hubs. Three years after its debut, in 2023 Teremana became the fastest premium spirits brand to sell one million 9-litre cases within a 12-month period in the US. Now Teremana is poised to shape the future growth of the tequila category globally.”

The three expressions are Blanco (€49.99/US\$45.99/£43.99), Reposado (€54.99/US\$49.99 £48.50) and Añejo (€64.99/ US\$59.99/£56.99) ABV 40%. Tequila sales in global travel retail are predicted to grow 7% on a five-year CAGAR to 2027.