

Teremana Tequila targets growth in global travel retail



Teremana, the popular tequila brand founded by Dwayne ‘The Rock’ Johnson, claims its place in global travel retail

In a move set to disrupt the tequila category, brand co-owner and exclusive distribution partner, Mast Jägermeister is introducing premium, small-batch tequila, Teremana, into global travel retail this month.

Founded by Dwayne ‘The Rock’ Johnson, Teremana, with a 40% ABV, is launching in selected major international airports around the world, with all three expressions - Blanco (US\$45.99), Reposado (US\$49.99) and Añejo (US\$59.99) - available in one-liter bottles.

Mast-Jägermeister noted that three years after its debut, Teremana became the fastest premium spirits brand in 2023 to sell 1 million 9-liter cases within a 12-month period in the US. The handcrafted, small-batch tequila is made at Destilería Teremana de Agave in the Jalisco Highlands of Mexico from fully mature, naturally sweet agave, which are slow roasted in small traditional brick ovens and distilled in handmade copper pot stills. The name Teremana loosely translates to '*spirit of the earth*' from the Latin word terra or earth and the Polynesian word Mana, a powerful force that inspires us to foster good energy, bring people together and do the right thing.



Making a Teremana statement: An original waxwork figure of Dwayne Johnson is part of the Share the Mana campaign with DFS at John F Kennedy International Airport

Dwayne Johnson commented, “To now be able to Share the Mana with more parts of the world is a privilege. Launching Teremana in global travel retail is a new chapter for us in creating this legacy brand I envisioned.”

Throughout the year, engaging Teremana activations will rollout across the US, Europe and Asia Pacific to “inspire, educate and transform consumers into passionate advocates”. Introducing its *Share the Mana* campaign, Mast Jägermeister is working in collaboration with global travel retail partners to bring Teremana to life through unique experiences, showcasing its provenance and craft production techniques.

An original waxwork figure of Dwayne Johnson from Madame Tussauds is on tour, making surprise appearances at selected airports. In addition, the displays also feature large blue agave plants in terracotta pots, a copper bar reminiscent of the copper pot stills used to make Teremana and digital videos which share the brand story.

All three expressions are available for sampling: Blanco, in a refreshing, Grapefruit Highball with grapefruit soda; and Reposado and Añejo neat. The Share A Mana interaction encourages consumers to share a short story of gratitude which is then displayed on the screen. Participants have the chance to win a prize and with every purchase receive a branded Teremana Share the Mana tote bag.



Share the Mana hits the Big Apple with DFS at John F Kennedy International Airport Terminal 4

Share the Mana is live first in partnership with leading luxury travel retailer, DFS at New York JFK T4 for eight weeks and will reach an estimated 6.7 million passengers travelling through the terminal, including 1.1 million international departures. The activation is supported by digital advertising and social channels. More US activations with DFS follow in April at Los Angeles International Airport, in July in Hawaii at Daniel K. Inouye International Airport and DFS Waikiki, Hilton Hawaiian Village and in September at San Francisco International Airport.

Daniel Licari, DFS Global Senior Director, Merchandising, Spirits Wine Tobacco and Food, said, "It is truly remarkable to witness the launch of Teremana in travel retail in collaboration with DFS, across major North American airports, such as Los Angeles, San Francisco and New York JFK. DFS has eagerly awaited the availability of Teremana and thanks to our strong partnership with Mast Jägermeister, this launch is turning an eagerly anticipated arrival into reality.

"Tequila, as a sub-category within the spirits industry, has experienced unprecedented growth and with the introduction of Teremana, our already exceptional tequila collection will be elevated to new heights, solidifying our position as market leaders."

Stephanie Cleary, Mast Jägermeister Marketing Director Global Travel Retail, added, "Global travel retail is a lighthouse channel in the international expansion of Teremana and the key channel to build the brand. This simultaneous launch in airports with the highest number of travellers across so many different markets is a first in the tequila category. Our unique activation features our founder, Dwayne Johnson at the forefront and will draw shoppers and selfie fans to explore Teremana, our exciting new tequila."