

FOOD AND BEVERAGE

Patrón pays tribute to traditional tequila practices in new campaign

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To showcase the power of creating by hand, Patrón partnered with Mexico-based designer Sandra Weil who outfitted each tequila artisan in hand-cut, hand-sewn garments. Image credit: Patrón

By LUXURY DAILY NEWS SERVICE

Mexican spirits giant Patrón has released a new multimedia campaign led by video that pays homage to the centuries-old manual process that goes into making each bottle of the world's leading super-premium tequila.

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Titled "Our Hands," the 115-second video features several artisans who continue to employ traditional handcrafted tequila-making techniques in their work for the brand. Since its founding in 1989, Patrón is one of only a few brands that still makes its tequila this way.

"With over 2,000 employees at Hacienda Patrón, our tequila is passionately handcrafted by our familia before it leaves the distillery," said Ronan Beirne, global vice president at Patrón Futures, in a statement.

"We're incredibly proud of the new 'Our Hands' creative because it illustrates how our dedicated Patrón artisans play such an important role in creating our super premium tequila through handcrafted techniques and small batch distilling methods, and by using only three, natural ingredients," he said.

Patrón is part of spirits giant Bacardi Unlimited's portfolio.



Our Hands' celebrates the passionate hands that use only three natural ingredients agave, water and yeast and a time-honored production process to craft Patrn tequila. Image credit: Patrn

Shot well

The video was produced by Loveboat, set to sounds and music by Andrs Levin, and directed by Airton "Tino" Carmignani.

In the spot, a woman stands on a mountaintop overlooking the fields of Jalisco, Mexico where Patrn is made. She claps her hands and a thunderclap responds in kind, along with a lightning bolt in the distance.

Another woman bangs against stacked barrels used to age and distill tequila, and yet another woman wears an agave plant like a crown while holding court inside what looks like a temple.

In another scene, a man beats a staff against the ground.

This shared rhythm and hand clapping acknowledge the 400-year-old traditions of hands-on tequila making, which are perpetuated by the artisans at Patrn.

The men and women in the video represent the distillers, fermenters and *jimadors* the farmers who harvest the agave plant that is the basis of the liquor. Patrn uses 100 percent Blue Weber agave.

These people also represent the bottlers who fill Patrn's distinctive vessel, which itself is handcrafted, one bottle at a time, using traditional glassblowing techniques. The signature green ribbon is also tied by hand.

The bottles are seen hanging decoratively throughout the video.

Also represented are the Tahona millers. The process of Tahona involves squeezing the juice from agave fibers under a wheel made from volcanic stone.

Three of life

Patrn continues to consist of only three ingredients: agave, water and yeast.

The theme of handcrafting extends to the attire worn by the players in the video. Fashion designer Susan Weil chose hand-sewn clothing made of natural sustainable fibers for the costumes.

Last month, the brand **debuted** its latest blend, the select El Alto, which marked its entree into the prestige tequila category.

Four years in the making, El Alto is a blend of Extra Anejo Reposado tequilas, the creation of which employs the same Tahona and small-batch techniques.

The campaign will be available across multiple channels including print, social media and out-of-home platforms.

The video's traditional-minded theme comes at a time when many people are mindful of celebrating their own traditions.

"At a time when families are coming together for the holidays, we're putting a spotlight on our own artisan 'familia' and championing the people who are the pulse of Patrn," Mr. Beirne said in a statement.

"The craftsmanship, creativity and talent of our people has allowed us to constantly experiment, explore and create bold innovations, whilst staying committed to our handcrafted production process."

"Our Hands": Patrn Tequila. Video credit: Patrn

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