

FOOD AND BEVERAGE

Patrn taps AI tool for National Margarita Day

February 17, 2023



The Patrn Dream Margarita generator is the first of its kind. Image credit: Patrn

By LUXURY DAILY NEWS SERVICE

Mexican spirits giant **Patrn** is celebrating National Margarita Day on Feb. 22 with the **Patrn Dream Margarita generator**, which allows fans to customize their own cocktail.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For one week, beginning on Feb. 17, users are invited to interact with this tool and post the results to social media. Selected users will win tickets to see American singer and actress Becky G. perform in New York later this year.

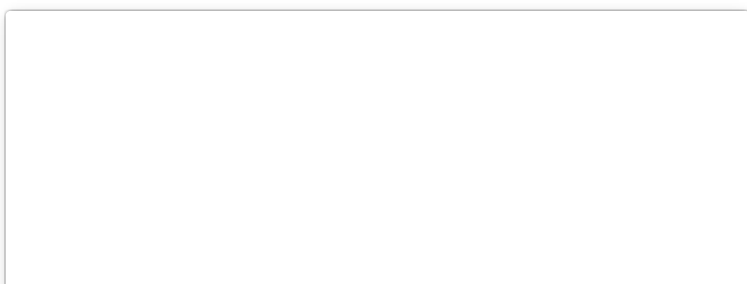
"Innovation is at the core of what we do at Patrn, and we're always looking for unique ways to explore new technologies and virtual communities, while remaining authentic to our brand," said D-J Hageman, vice president of brand marketing at Patrn, North America, in a statement.

"We are excited to bring the essence of this experience to your fingertips and inspire you to order your own simply perfect Patrn Margarita from the Dream Margarita AI art generator in real life."

In the mix

The Patrn Dream Margarita generator allows each user to choose their flavor, garnish and dream location to enjoy the drink.

The generator reveals an image of the personalized Patrn margarita after selection. Users can then post the image to their Instagram stories or on Twitter, with the accompanying hashtags **#PatrnDreamMargarita** and **#PatrnSweepstakes** while also tagging the company.



[View this post on Instagram](#)

A post shared by Patron Tequila (@patron)

After posting, users will receive a direct message containing a link where they will be asked to input their personal information. This will make them qualify for a chance to see Becky G. perform this year in New York City at an undetermined date.

In addition to concert tickets, winners will be accommodated for hotel and travel. The contest, ending on Feb. 24 at 11:59 pm ET, is open only to U.S. residents aged 21 and older.

This new move from Patrñ follows the December 2022 release of the "Our Hands" campaign, showcasing the centuries-old handcrafted traditions ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.