

FOOD AND BEVERAGE

# Don Julio brings Mexico to Aspen with star-studded winter festival

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Attendees can expect exclusive merchandise, special beverages and branded touchpoints that offer an immersive dive into the tequila label's universe. Image credit: Don Julio

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By LUXURY DAILY NEWS SERVICE

In Colorado, Tequila Don Julio, a subsidiary of spirits distributor Diageo's Reserve division, is rolling out a glamorous, celebrity-filled event today and tomorrow, Feb. 23 and 24.

For the second time, the brand is hosting a winter festival in Aspen's Rio Grande Park in collaboration with lifestyle brand Palm Tree Crew (PTC), which was cofounded by Kyrre Grvell-Dahll, the Norwegian music producer and artist known professionally as Kygo, and his manager Myles Shear. The après ski celebration will include a Don Julio bespoke chalet experience, signature craft cocktails and performances from American band The Chainsmokers and French DJ David Guetta, among others.

"When it comes to elevated musical experiences, there is no better pairing than Tequila Don Julio," said Christina Choi, senior vice president of tequila at [Diageo North America](#), in a statement.

"Our ongoing partnership with Palm Tree Crew reflects our shared commitment to curating these exceptional, unforgettable moments centered around music all year round starting with the festival in Aspen, Co."

## Slopes to stage

Don Julio and PTC are bringing together culture and cocktails for the second edition of the Aspen festival.



A global roster of performers is slated to entertain guests. Image credit: Don Julio

Attendees can expect exclusive merchandise, special beverages and branded touchpoints that offer an immersive dive into the tequila label's universe. Setting the mood for these perks to be enjoyed, the superstar musical lineup includes American singer-songwriter Harry Hudson, Kygo, British singer-songwriter and rapper Labrinth, American rapper Drama and the two other aforementioned parties, The Chainsmokers and Mr. Guetta.

A PTC and Don Julio custom-designed, premium unisex sweat set will also be released online later this month. Available in highly limited quantities, adults who are 21 years old and over can sign up to be notified when orders are live at <https://laylo.com/palmtreecrew/tequiladonjulio>.

"Teaming up with Tequila Don Julio again has allowed us to curate an experience that hits all the right notes music, spirits, and unforgettable moments," said Kygo, in a statement.

"Our continued partnership ensures that this magnetic energy we've crafted together keeps pulsing all year round, so everyone can experience the Tequila Don Julio x Palm Tree Crew lifestyle."

The North American experience is taking place in parent company Diageo's biggest region by revenue. While the company saw losses last year ([see story](#)), perhaps high-profile events and partnerships like this will further boost engagement.

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