

FOOD AND BEVERAGE

Patrón takes over as official tequila sponsor of Grammy Awards

January 16, 2026



The company is building up its relationship with the music industry. Image credit: Patrón

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Mexican spirits giant Patrón is crossing over with an awards season titan.

This week, the brand announced that it has linked up with The Grammys and will serve as the official tequila partner of the 2026 show, set to air on Feb. 1. In the role, Patrón will host a suite of immersive, on-site experiences, while also debuting the event's official cocktail, dubbed "The Golden Record."

"We're honored to kick off our first year as the Official Tequila Partner of the Grammy Awards," said D-J Hageman, VP of USA at Patrón Tequila, in a statement.

"The Grammy Awards represent the most exciting night in music, and Patrón is proud to be there celebrating alongside the artists who make it extraordinary," Mr. Hageman said. "From the red carpet to backstage and beyond, our partnership with the Recording Academy allows us to toast the craft, creativity, and passion that define this moment in music."

Going for gold

The Golden Record was created in collaboration with award-winning American mixologist Daniel Gonzales.

Crafted from a mix of Patrón El Alto Tequila, Prosecco, pear cordial, bergamot bitters and Fino Sherry Tio Pepe and garnished with slices of red grape the beverage is built upon a rare, small batch blend of Extra Añejo, Añejo, and Reposado tequilas. The brand will also be active during, leading up to and after the show, hosting several experiential events.

Music's most iconic night deserves tequila's most elegant bottle. PATRÓN is the official tequila partner of the 2026 GRAMMY Awards. [#PATRONTequila #PATRONxGRAMMYS pic.twitter.com/8TVy6q5Z34](#)

Patrón Tequila (@Patron) [January 15, 2026](#)

A Patrón bar will be present at Grammy House, a multi-day gathering that kicks off the Grammys festivities; the company will also provide award winners the opportunity to toast to their achievement at a backstage mixology hub. Its beverages will also be served at several official Recording Academy events, both before and after music's biggest night; in the weeks following the

2026 Grammys, Patrn will publish an exclusive interview with award-winning Haitian-Canadian music producer Kaytranada on its social platforms.

"We're honored to welcome Patrn as our Official Tequila Partner," said Adam Roth, EVP of global partnerships and business development at The Recording Academy, in a statement.

"The Grammy Awards celebrate artistry at the highest level, and Patrn's uncompromising commitment to craftsmanship and quality mirrors that pursuit of excellence," Mr. Roth said. "From the red carpet to backstage and audiences at home around the world we're excited to toast with The Golden Record as we kick off this spirited new partnership."

Meanwhile, Swiss watchmaker Rolex is continuing its long-running collaboration with the Academy of Motion Picture Arts and Sciences, recently serving as the exclusive partner of the Governors Awards ([see story](#)) ahead of the Oscars, which will air on March 15.

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