



**PATRÓN TEQUILA LAUNCHES “100% ADDITIVE-FREE TEQUILA” CAMPAIGN
CELEBRATING ITS ADDITIVE-FREE HISTORY**

At PATRÓN, our secret ingredient is that we have no secret ingredients.

HAMILTON, Bermuda — Feb. 25, 2025 - [PATRÓN® Tequila](#), the world's number one super-premium tequila*, proudly announces the launch of the “100% Additive-Free Tequila” campaign, emphasizing its additive-free heritage and handcrafted production process. Since its inception in 1989, PATRÓN has been committed to producing high-quality tequila using only three all-natural ingredients — 100% Weber Blue Agave, water and yeast. No sweeteners. No extracts. No secret ingredients.

People care more than ever about what they consume, with 61% of consumers globally saying they would choose additive-free spirits over the alternative, according to the [2025 Bacardi Global Consumer Survey](#). PATRÓN is meeting this demand as it continues to lead the industry with its unwavering commitment to additive-free tequila — after all, PATRÓN Tequila’s secret ingredient is that it has no secret ingredients.

“We understand that consumers care deeply about what goes into their tequila,” says Ned Duggan, Chief Marketing Officer of PATRÓN Tequila. “That’s why our ‘100% Additive-Free Tequila’ campaign is so important — it enables us to connect with even more tequila lovers and showcase how committed we’ve always been to staying true to our additive-free roots. From the very beginning, PATRÓN has never wavered on our long, careful process and high-quality ingredients. When your tequila is crafted this well,

additives don't add anything. With PATRÓN, consumers can rest assured that they're drinking handcrafted, additive-free tequila."

Showcasing PATRÓN Tequila's dedication to additive-free tequila with no fine print, the campaign will officially launch on Feb. 24, 2025. Highlights of the "100% Additive-Free Tequila" campaign include:

- **Eye-catching OOH ads** in select U.S. markets, including Los Angeles and New York City
- **Takeovers at major transport hubs** like the NY/NJ PATH and the Chicago CTA
- **Truck wraps and wild postings** designed to engage bartenders and provide additive-free insights they can share with their clientele

"We're excited to bring our '100% Additive-Free Tequila' campaign to life in bold, unexpected ways," says Laila Mignoni, Global Vice President for Creative Excellence at PATRÓN Tequila. "From eye-catching billboards and out of home displays that highlight PATRÓN Tequila's unwavering commitment to no secret ingredients, to disruptive truck wraps and a creative one ingredient cocktail book that remind bartenders and trade that we've always been additive free — PATRÓN is redefining how consumers engage with our brand. We're incredibly proud of our 100% additive-free tequilas and want to make sure consumers know there is no fine print when it comes to PATRÓN."

Currently, the tequila industry permits the use of additives under 1% in the formulation process for 100% Weber Blue Agave aged tequilas, without requiring disclosure on bottle labels or in communications. As a result, many tequila drinkers may not realize that their tequila could contain additives like glycerin, wood extract, or caramel coloring. Additives can make a tequila taste sweeter, feel richer, look darker and smell like tequilas which have aged much longer; the additives can also correct batch-to-batch variations.

PATRÓN still is exclusively produced in the Highlands of Jalisco, Mexico, in small batches using a time-honored, handcrafted production process. It's these extraordinary, labor-intensive, artisanal steps taken by the Hacienda PATRÓN distilling team, along with the exceptional quality and attention to every detail, that allows PATRÓN to be made completely additive free.

With the launch of the "100% Additive-Free Tequila" campaign, PATRÓN is bringing its message of transparency to consumers nationwide, educating them on what additives are and why PATRÓN Tequila is proud to be additive free, so that consumers know what they're sipping on when they order PATRÓN.

No additives. No secret ingredients. No fine print needed. PATRÓN Tequila is proudly 100% additive free.

**IWSR 2023 Global Database*

About PATRÓN Tequila

From hand-harvesting the highest-quality 100% Weber Blue Agave, to the traditional, time-honored distillation process and individual labeling, numbering, and inspection of each bottle, PATRÓN Tequila is crafted with meticulous precision and care. Though PATRÓN has grown to become one of the most recognized and respected luxury spirits brands in the world, it is still exclusively produced in the Highlands of Jalisco, Mexico, in the same small batches and with the same commitment to quality and craftsmanship. For more information about PATRÓN Tequilas and Liqueurs, please visit www.patrontequila.com. The perfect way to enjoy PATRÓN is responsibly.

PATRÓN is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

THE PERFECT WAY TO ENJOY PATRÓN IS RESPONSIBLY.

©2025. PATRÓN TEQUILA, ITS TRADE DRESS AND THE BEE LOGO ARE TRADEMARKS. HANDCRAFTED IN MEXICO.

CONTACT: PATRÓN@mbooth.com

#####