



FOR IMMEDIATE RELEASE

CONTACT:

Alex Anzalone

Formula

(619) 234-0345

[anzalone@formulapr.com](mailto:anzalone@formulapr.com)

## **FORMULA WINS HERRADURA TEQUILA PUBLIC RELATIONS ACCOUNT**

*Los Angeles-Based Team to Execute Comprehensive Brand Awareness Campaign*

SAN DIEGO, Calif. (August 14, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by Casa Herradura, which includes high-end Herradura Tequila and El Jimador, the No. 1 tequila in Mexico, to handle an extensive media relations and promotions campaign designed to educate consumers about tequila, build brand awareness and raise Herradura’s profile, according to Michael Olguin, president of Formula.

“Our agency has extensive experience activating consumer products on a national level in the wine, beer and spirits sectors,” said Olguin. “Herradura represents one of the world’s most revered and storied tequila brands, and Formula plans to leverage its reputation, unique attributes and authentic production process to help raise the brand’s profile in the U.S.”

The Herradura account will be managed by Formula’s Los Angeles office, whose strategic program includes aggressive media relations outreach to national consumer, luxury, business and trade publications; coordinating tequila tastings; developing co-branding partnerships; and securing event involvement as vehicles for promoting the popularity of tequila and informing consumers on how to properly enjoy a fine spirit. Additionally, the team will leverage its relationships with the Hollywood community by placing Herradura products in the hands of celebrities and other trendsetters.

“Formula will play a pivotal role in generating positive recognition and building credibility for Herradura across the country, and in educating consumers about the brand’s leading position among fine tequilas,” stated Valdemar Cantu, director of marketing at Herradura. “We selected Formula for their in-depth understanding of our business and proven ability to identify and capitalize on trends in the spirits market.”

(more)

### **About Herradura**

Created in 1870 by an enterprising young Mexican by the name of Feliciano Romo, Herradura Tequila has since become one of the world's most revered and storied of all tequila brands. Located and produced in the tiny town of Amatitan, just outside of Guadalajara, Herradura Tequila is 100 percent blue agave, all natural, estate grown and estate bottled. Renowned for being the tequila industry's foremost innovator for more than five generations, Herradura Tequila is made from the finest blue agave, with an unrivaled patience and meticulous care. The result: a deeply complex flavor of uncompromising quality. At Herradura, tequila production is truly an art form – a process that is never complete until perfection is achieved. Learn more about Herradura Tequila at [www.herradura.com](http://www.herradura.com).

### **About Formula**

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and tourism/hospitality accounts. Current clients include Mattel Inc., ESPN, Newcastle Brown Ale, Guitar Center, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, please call (619) 234-0345 or visit [www.formulapr.com](http://www.formulapr.com).

###