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Toasting Tequila's History with a New Label

Santa Rosa, CA—December 21, 2010— ***Good as a shot; good for sipping; high quality; relevant and distinctive.*** That's what Beam Global Spirits wanted to reinforce when they asked brand development and marketing firm Armstrong Associates to refresh the heritage label design for Sauza Tequila.

Don Cenobio Sauza first bottled and sold Sauza Silver in 1873. The Sauzas, widely considered tequila's first family, named the spirit "tequila" and were the first to export it to the United States.



The focus of the design is on Sauza Tequila's rich brand history. The package design utilizes elements from the brand's past to reinforce Sauza's authentic tradition and distinctive heritage, updated with refinements that emphasize purity, contemporary relevance and fun.

Armstrong Associates previously worked with Beam Global Spirits to develop design strategy and packaging for Old Crow Reserve. The firm has also designed packaging for Jim Beam's RTD (Ready to Drink) product line.

To learn more about Armstrong Associates visit www.armstrongcreates.com.

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