

PRESS RELEASE
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Altos Tequila ramps up investment in bartender education as it debuts The Altos Tahona Society online community

Pernod Ricard's Altos Tequila is amplifying the positive global impact of its educational community for bartenders – The Tahona Society – with the launch of a new online platform: Altos Tahona Society. Designed to empower, upskill and advance the careers of bartenders worldwide, it comes as the tequila giant gears up to open entries to the fourth edition of its pioneering sustainability-focused challenge: Altos Tahona Society Competition.

Available to access free of charge, the exclusive online platform for Altos Tahona Society provides bartenders with unparalleled access to career-transforming learning resources and networking opportunities. As well as being a gateway to a global network of industry professionals, the Altos Tahona Society platform features: online courses; expert talks; a 'Jobs Hub' listing career opportunities from the World's 50 Best Bars; and easy entry into the renowned Altos Tahona Society Competition.

From now until the end of April, bartenders can follow simple online instructions to enter the local heats of the Altos Tahona Society Competition and become part of the competition's community of over 200 bartenders pioneering healthier and more sustainable practices in their local communities and beyond. Winners from each country will advance to an epic global finale in Guadalajara, Mexico, in which they'll pitch their sustainable or welfare-focused initiative in a bid to win \$50,000 to bring it to life.

"We're a brand created by bartenders, for bartenders, so hospitality is at the heart of everything we do – and the Altos Tahona Society app is the embodiment of this," **says Carlos Andrés Ramírez Castañeda, Global Director Advocacy & PR at House of Tequila – Pernod Ricard.** "Over 4,000 bartenders from around the world have already benefitted from our expert training and

education in tequila, but the launch of our new online community will make this even more accessible on a global scale.

“The Altos Tahona Society online community offers tailored content to enhance bartenders’ professional journey, encourage a better work-life balance and help them collaborate, learn and grow within a dynamic, supportive global community. Whether you’re kickstarting your career or you’re a seasoned bartending pro, it’s a game-changing resource which will support bartenders all year-round and further establish Altos as the number one coaching partner for bartending entrepreneurs worldwide.”

The Altos Tahona Society App will be available to download on desktop from 22nd January, with wider rollout across iOS and Android devices to follow. Entries to The Tahona Society Competition 2025 will close at the end of April, finalists will be announced in May and the global finale will take place in September. Bartenders can sign up [here](#) for more information.

About The Tahona Society

The Tahona Society is an exclusive global community of the world’s most Tequila-passionate professional bartenders. Set up in 2009 by Altos Tequila and Worldwide Cocktail Club founders, the late Henry Besant and Dré Masso, The Tahona Society already has more than 4,000 members from around the world. Members have benefited from expert training in Tequila which includes insight into the origins of the spirit, its production process and the history of the authentic Tahona process, as well as exploring the art of bartending with Tequila.

For further information about the Tahona Society, please visit <https://tahonasociety.com/>

About Altos Tequila

Altos is a super-premium Tequila, made from 100% pure Agave and Tahona liquid, crafted in the heart of Los Altos, 2104 meters above sea level in the western state of Jalisco, in Mexico. Born from a collaboration between Olmeca's own Master Distiller Jesús Hernández and the internationally renowned UK bartenders, the late Henry Besant and Dré Masso, Altos is made in part using the 500-year-old traditional Tahona method, before being distilled in small copper pot stills.

About House of Tequila

Pernod Ricard-owned House of Tequila is responsible for the brand management of the group’s award-winning ‘Made in Mexico’ range of tequila and mezcal, comprising Olmeca, Altos, Avi6n and Del Maguey. Its portfolio of Mexican spirits showcases the full spectrum of high-quality tequila production, and a laser focus on excellence and quality is the driving force behind the House’s work.

Using the finest ingredients, blended by experts, and with generations of experience and tradition behind its conception, the House of Tequila portfolio can be found in over 100 markets across the globe, including Mexico, USA, Australia, UK and more.

For further information, please visit <https://www.houseoftequila.mx/about-us/>

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand-building, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine’s, Chivas

Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term development of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive, and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to €12,137 million in fiscal year FY23.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code:FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices. www.pernod-ricard.com

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