

PRESS RELEASE
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Altos Tequila ramps up standout with striking new redesign

As demand for premium tequila continues to surge, Pernod Ricard's Altos tequila is making a bold statement with the launch of a striking new bottle.



Inspired by its artisanal production and deep-rooted Mexican heritage, the eye-catching redesign is set to boost Altos' visibility on-shelf and on back bars across the globe, while championing sustainability, all while maintaining the same quality liquid. Starting with its largest market, the new packaging will debut in the US from July, before rolling out globally from September.

As one of the top 10 super premium tequilas in the US^[1], and consistently voted a top tequila for Margaritas and Palomas by bartenders globally^[2], Altos already has strong brand presence globally. The evolution of the new design builds on the equity by preserving iconic features, like its distinct wooden lid, while dialling up its premium, crafted appeal. Inspired by Mexico's vibrant rótulos – hand-painted street signs known for their expressive character and typography – the new bottle celebrates the “Maker Spirit” at the heart of Altos' artisanal process, bringing the brand's heritage to life visually, while paying homage to authentic Mexican culture. It's a purpose perfectly captured in the brand's 'bold new look, same exceptional tequila' tagline.

“Bartenders and consumers love Altos for its authenticity, craftsmanship and quality but, in today's crowded tequila market, liquid that wins on taste needs packaging to match,” **says Daniela Via – Global Marketing and S&R Vice President at House of Tequila, Pernod Ricard.** “Our new bottle makes sure Altos stands out at first glance. It's bold, attention-grabbing and unmistakably Mexican – perfectly-crafted to win consumer consideration.”

Pre-launch research suggests the new look is set to do exactly that, having tested significantly better than the previous bottle. Alongside creating greater standout on-shelf and increasing value and authenticity perceptions, the new design has increased purchase intent by over 30%^[3].

The redesign also builds on Altos' long-standing commitment to sustainability. In addition to already using 100% recycled glass, the new bottle now includes an extra +3% post-consumer recycled (PCR) material. It forms part of Altos' mission to further close the loop, giving waste a second life by using glass that has been used and discarded by consumers. The bottle's weight has also been reduced, translating to a -5.7% reduction in CO2 emissions – all without compromising the bottle's visual impact or brand identity.

Designed to deliver even greater standout in a crowded market, while staying true to the values that have made Altos a global favourite, the new bottles will roll out across the core Altos Plata, Reposado and Añejo expressions, as well as Altos ready-to-serve Margaritas. The range is widely available across most major retailers, as well as specialist drinks distributors.

^[1] IWRS 2024, Nielsen June 2025

^[2] Drinks International Annual Brands Report 2019-2021, 2023, 2025

^[3] Altos Quant Pack Test

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.

For further information, please visit <https://olmecaaltos.com/uk/>

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, Avión 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 The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlúa, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

For further information, please visit <https://theabsolutgroup.com/>

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, 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 growth 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.

For further information, please visit <https://www.pernod-ricard.com/en>

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