

PRESS RELEASE  
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# **Altos Tequila Unveils Casa Altos: A Mexican Celebration and Larger-than-life Tribute to Thanasi Kokkinakis**

Altos tequila and Thanasi Kokkinakis declare 'no quiet please' at the Australian Open.



Altos Tequila has officially opened the doors to its new home on Grand-Slam Oval, Casa Altos, as the first-ever Official Tequila of the Australian Open. Bringing the vibrancy of Mexico, Altos Tequila is shaking things up by declaring 'No Quiet Please', making a loud, unapologetic entrance to one of the world's biggest sporting and cultural moments.

From January 12 to February 1, fans at the Australian Open can soak up the energy, flavour, and celebrations at Casa Altos – a lively nine-metre tequila bar and lounge. Enjoy Altos' AO hero serve, the Match Point Paloma, alongside crowd favourites like the Altos Lime Margarita and Watermelon Margarita premix cans. Spectators can escape the Melbourne heat under cool, misted cabanas, turn up the volume with a live mariachi band and, maybe even experience an Altos serve from Co-Creator Dré Masso and Altos' Master Distiller Jesús Hernández.

Crafted especially for the Australian Open, the Match Point Paloma is a bright, fresh and zesty blend of Altos' 100% agave tequila and pink grapefruit, with fresh lime, agave syrup and a touch of salt. A little fruiter and more citrus-forward than a classic paloma, it's refreshingly sweet with a salty finish. Garnished with grapefruit and rosemary and served in a pattern reusable cup, its design inspired by the architecture of Altos' brand home in Jalisco, Mexico, the Match Point Paloma is set to be THE drink of summer.

This summer, Altos is turning tennis tradition on its head with its bold new campaign, 'No Quiet Please,' swapping silence for celebration and bringing Mexican energy courtside. While the court may call for quiet, Casa Altos will be turning the volume up, creating a fiesta where every serve is the start of something unforgettable.

Perfectly aligned to the 'No Quiet Please' mantra is Aussie tennis star and Altos campaign ambassador, Thanasi Kokkinakis. Set to turn up the volume on and off the court at the AO this year, Thanasi will also unveil a larger-than-life tribute in his honour at Casa Altos on 16 January. The tribute pays homage to Kokkinakis and his shared spirit with Altos of confidence, celebration, and connection, adding a new layer of fun and iconic social media moments. "I'm excited to be teaming up with Altos Tequila as their Australian Open campaign ambassador this month. I'll be unveiling a larger-than-life tribute of me later this week at Casa Altos. I'm pumped to see it in real life," said Kokkinakis

AO fans can also catch a glimpse of Altos' new 'No Quiet Please' TVC playing on screens throughout the Australian Open and Summer of Tennis tournaments. Forged in Melbourne and filmed in Mexico, 'No Quiet Please' celebrates Altos' energy and the idea that life and summer are better shared, loud and full of flavour.

Kristy Rutherford, Marketing Director, Pernod Ricard, said: "As the first-ever Official Tequila of the Australian Open, we wanted to create something AO fans can't find anywhere else. Casa Altos is full of bold flavours, vibrant energy, and is an experience that turns up the volume on summer celebrations. That's what 'No Quiet Please' is all about, making every moment unforgettable.

For those not attending the Australian Open, Altos will be bringing the festivities to iconic venues nationwide through venue takeovers, AO viewing parties and hero AO serves on the menu.

## About Altos Tequila

Olmecca Altos Tequila is a premium tequila made from 100% pure agave and Tahona liquid, crafted in the heart of Los Altos, Jalisco, Mexico. Born from a collaboration between Master Distiller Jesús Hernández and UK bartenders Henry Besant and Dré Masso, Altos combines 500 years of tradition with modern craftsmanship, distilled in small copper pot stills.

## About Dré Masso

Born in London with Colombian heritage, Dré Masso is a recognised leader within the bartender community globally. An industry legend, he made his name at London's top bars, including Atlantic Bar, Lonsdale, and FAM and influenced global cocktail culture with a focus on authentic, well-crafted drinks, sustainability, and bartender mentorship. He previously owned the Green & Red Tequila bar and served as Director of Bars at Potato Head in Bali. In 2009, he partnered with fellow bartender the late Henry Bassant and Maestro Tequilero Jesus Hernandez to create Altos Tequila, a tequila crafted by bartenders for bartenders. He has authored two cocktail books and was nominated for Best Bar Mentor at the Tales of the Cocktail Spirited Awards in 2016. In 2025, he was named Best International Brand Ambassador by the Spirited Awards for his work with Altos Tequila.

## About Pernod Ricard Australia

Pernod Ricard Australia is one of the country's leading alcohol companies with a prestigious portfolio of premium to luxury brands including Absolut vodka, Malfy Gin, Chivas Regal, Jameson Irish Whiskey, Martell cognac, Malibu liquor, Olmecca Altos Tequila, and G.H.Mumm and Perrier-Jouët champagnes.

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