

Cuervo Makes an Impression at Sundance

Cuervo Platino was the celebrity drink of choice at this year's Sundance Film Festival, January 18-22. The Cuervo Platino Blue Room, located in the Village at the Yard in Park City, became the après-ski destination, where VIPs unwound by sampling Platino Hot Toddies, Platino Coffee and more after a day of festival activities and screenings. Those at the Yard also enjoyed a live performance by Geffen recording artist Matt White.

"We were extremely pleased with the retro-chic layout for the Village at the Yard," said Greg Leonard, Public Relations Director, Jose Cuervo. "The organizers were able to transform a lumber yard into the spot to be at Sundance. This venue gave us a real opportunity to speak to a number of influential people, in a comfortable and responsible environment, about the world's highest rated silver tequila --our own Jose Cuervo Platino."

On Saturday, January 19, Cuervo Platino hosted a Camp Freddy concert featuring a collaboration of rock musicians including Cisco Adler, Scott Ian, Billy Duffy and Billy Morrison. Jared Leto, Kirsten Dunst and Josh Hartnett all attended.

The party moved on later that night to the Hyde nightclub, also located in the Village at the Yard, where Platino cocktails were served throughout the week. Paris Hilton, Josh Lucas, Oliver Stone and Woody Harrelson were spotted sipping Platino cocktails at Hyde as well.

Cuervo Platino's Sundance events have been featured in *US Weekly*, *Life & Style*, *OK! Magazine*, the *Los Angeles Times*, the Page Six column of the *New York Post* and the *New York Daily News*. More than 20 million media impressions have been generated so far.

Special thanks go to the West Control Cluster's Laurie Roberts, Matt Cisneros and Steve Sciborski along with Southern Wine's Lance Lee and Brad Price. They all played significant roles in getting Platino into the market.