

Patrón Tequila celebrates its Mexican heritage with limited edition collector's tin

By **Wendy Morley** on August, 5 2015 | Spirits & Tobacco



Patrón is celebrating its rich Mexican heritage with a limited edition collector's gift tin which will soon be available in duty free stores across the globe. Contemporary Mexican artist Verónica Villarreal Sada designed the Aztec-inspired keepsake tin, which houses a bottle of top-quality Patrón Silver tequila.

Set against a vibrant pink background, the Patrón Silver Mexico tin prominently features two Aztec deities, Quetzalcóatl, the feathered serpent, and Tonatiuh, the sun god, as well as an eagle to represent ancient mythological symbolism. Drawing inspiration from traditional mosaics and embroidery, Sada used bright, attractive colors to capture traditional Mexican patterns and prints. Circling the Patrón bottle on the side of the tin is an interpretation of the ancient Aztec calendar.

“Though Patrón is enjoyed across the world, every drop of our tequila is produced in the town of Atotonilco el Alto in the picturesque Jalisco Highlands in Mexico,” said Ed Brown, President and CEO at Patrón Spirits International. “We’re very proud of our Mexican heritage, and the history and culture that for generations has inspired the production of tequila, showcased in this beautiful collector’s edition Patrón Mexican Heritage tin.”

“Duty free is always the perfect marketplace to offer exclusive and eye catching products and packaging,” added John Kilmartin, Global Travel Retail Director at Patrón Spirits. “Mexico is not only home to our tequila, it’s also a top tourist destination and we’re excited to offer travel retail shoppers this unique opportunity to purchase a unique keepsake from one of the most beautiful regions in the world.”

The special edition Patrón Mexican Heritage tin will be available for purchase starting in Fall 2015 at duty free stores worldwide, and also at select spirit retailers in domestic U.S. and Mexico. This new package joins a group of other limited edition Patrón tins introduced in duty free. Those have included tins celebrating Chinese New Year, and regional locales such as London and Australia.