

Proximo Spirits unveils “World of Tequila” at JFK Airport



Highlighting a collection of exclusive and limited-edition blends, this experiential activation marks a first for the leading tequila company



A new experiential activation by Proximo Spirits has transformed John F. Kennedy International Airport into the home of the world’s best luxury tequila brands.

In a first for the world’s leading tequila company, this interactive exploration will introduce travelers to the breadth and depth of premium and luxury expressions from the world’s best-selling tequila brand Jose Cuervo®, the world’s first cristalino tequila Maestro Dobel® and 1800 Tequila, the world’s

most awarded tequila brand.

Presented by a team of brand educators, the impressive 700-sqft retail space highlights eight exquisite tequilas including the innovative Maestro Dobel® 50 Cristalino. The space provides a dynamic and enticing drinking experience to target high-end spirit drinkers, looking to re-shape the way they enjoy premium spirits.

With prices ranging up to \$165 (USD), “World of Tequila” will be in residence throughout this month and the holidays, bringing a collection of exclusive and limited-edition blends to JFK’s Terminal 4.

“We’re delighted to see so many of our innovative tequila variants on display in such impressive surroundings amongst the famous, world-class brands in John F. Kennedy International Airport.

“As the growth of luxury tequila in the travel retail continues to go from strength-to-strength, we’re delighted to be able to offer such an extensive range of fine tequilas and introduce how luxury tequila should be experienced to international and domestic travelers,” remarks Roy Summers, Head of Global Travel Retail, Proximo Spirits.

In addition to sampling the cultural delights of the World of Tequila activation, international and domestic passengers traveling through JFK will be entered for a chance to win an all-expenses paid trip to Mexico: <https://worldoftequilasweeps.com/en/gate>