

Embajador Tequila Quakes California

Dual Distribution Deals Split State in Two

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Andres Garcia, Regional Sales Manager, Embajador Tequila

In a tectonic dual distribution deal, Embajador Tequila rattles the Richter scale by enlisting two of California's hottest start-up spirits distributors to represent its award winning expressions. Liberation Distribution, Inc. (LibDib) will rumble through Northern California, while Araceli Spirits, LLC will jolt Southern California.

"As the epicenter of tequila, California is going to be exciting and challenging," explains Andres Garcia, Regional Sales Manager for the family owned Embajador brand.

The geological survey of Northern California starts with Liberation Distribution, Inc. (LibDib), which instantly caused a

rift in the alcohol distribution paradigm when it launched in March 2017.

Using a modern web platform, LibDib allows restaurants, bars and retailers to efficiently purchase bespoke wines, microbrews and craft spirits from makers of every size.

LibDib has leveled the terrain within each segment of the troubled three tier system of alcohol distribution.

The southern topography of the California Republic will be mapped by Araceli Spirits, LLC, a boutique wine and spirits incubation, distribution and marketing company.

A relative newcomer, Araceli Spirits boasts partners with years of experience working within the Wine and Spirits Industry.

Araceli Spirits specializes in securing shelf space for independent brands like Embajador, and sending targeted shockwaves throughout Southern California.

In a move sure to cause aftershocks, on October 27, 2017, Embajador will shake things up at Tequila Aficionado Media's exclusive VIP Hour hosted inside the historic El Cholo Cafe Restaurant's annual Tequila Tour in Pasadena.

El Cholo's Tequila Tour earmark's its 94th year serving authentic Mexican cuisine to Southern California.

Over the next few weeks and months, Embajador will cause tequila tremors throughout California matched only by those along the San Andreas Fault.

“Embajador’s strategic alliances with LibDib and Araceli Spirits will allow us to focus on small pockets within the Golden State to create upheavals of seismic proportions,” declares Garcia.

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Add multi-award winning Embajador Tequila to your top shelf, now! Contact Regional Sales Manager Andres Garcia at andres@embajadortequila.com, or call 469-216-0567. Learn more about Embajador’s story [here](#). For tickets to El Cholo’s Annual Tequila Tour, click this [link](#).

Mike Morales
Tequila PR & Marketing
(323) 407-8235
[email us here](#)

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