

Rock out with Jose Cuervo Black

Following the unveiling of the newest member of the Jose Cuervo family at South Africa's premiere music festival, the celebration continues throughout this year in cities all around the country.



Jose Cuervo Black was introduced to media and celebrities at a VIP event at Oppikoppi in August and from September to December will be arriving in fitting style at all the best bars and clubs in Cape Town, Durban and Johannesburg, accompanied by a stellar cast of bands and DJs, because everyone knows nothing goes better with Jose Cuervo than music.

Twenty-five events are planned for venues like Hemisphere, Chevelle and The Bang Bang Club in the Mother City, branches of Rhapsody's and Cubana in Gauteng, and FTV Cafes there and in Durban, among others. Artists joining the tour include well-known and highly respected DJs Shaun Duvet, Craig De Sousa, Ready D, Dean Fuel and Dino Moran as well as radio personalities Sasha Martinengo, Suga, and Gareth Cliff. Aking and Flash Republic top the band bill and each event will feature either a band or DJ, or both.

Jose Cuervo has enjoyed a long and fulfilling relationship with music so it is only fitting that the new brand be celebrated by an adoring public in this manner. Jose Cuervo Black is the more mature, sophisticated sibling to Especial (Gold) and

Clasico (Silver) and is for confident, successful, affluent adults with discerning palates; the mature person who still wants the deliciously familiar taste of Tequila, but also something smoother, richer and more flavourful.

“We are extremely proud and excited to welcome the new member of the Jose Cuervo family to South Africa, Jose Cuervo Black” says Odelle Joubert, Jose Cuervo brand manager, brandhouse. “Drawing on centuries of experience, Jose Cuervo has blended this signature Tequila specifically to appeal to the person who has forged a relationship with Tequila and is ready to take it to the next level.”

Jose Cuervo Black is aged in charred white American oak barrels for 18 months which softens the agave notes and introduces consumers to fuller-bodied Tequila reminiscent of aged bourbon. Its time in the barrels imparts a deep amber hue to the liquid and aromas of toasted oak, cinnamon, red apple, cocoa and coffee. The taste is thus slightly sweeter than you'd expect but without distracting from the subtle agave notes associated with Tequila. The finish is warm and smooth.

Jose Cuervo Black can still be enjoyed as a shot, of course, but it's infinitely better suited to slow sipping over rocks, or even with a mixer. “Jose Cuervo Black has an edge that comes with age, with a twist of untamed youth that will never be lost,” says Joubert.

Not for Sale to Persons Under the Age of 18. Drink Responsibly.

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