

# Sip Away the Summer Heat with the Region's First Ever Celebration of the Iconic Agave Plant

Experience the heritage, culture, and passion of the agave plant from distillation to glass.



**1 BLUEWATERS ISLANDS**  
PUERTO 99, BLUEWATERS ISLAND

**2 JLT**  
THE CHEEKY CAMEL, VOCCO BONNINGTON  
MCGETTIGANS, VOCCO BONNINGTON

**3 JBR / DUBAI MARINA**  
MAYA MEXICAN KITCHEN + BAR, LE ROYAL MERIDIEN  
THE SOCIAL ROOM, INTERCONTINENTAL  
LA CARNITA, INTERCONTINENTAL  
GINTER BAR, INTERCONTINENTAL  
ACCENTS, INTERCONTINENTAL  
URBAN LOUNGE, INTERCONTINENTAL  
MAMA ZONIA, PIER 7  
CARGO, PIER 7  
BLA BLA, JBR

**4 MEDIA CITY**  
SEVEN SEEDS, AVANI PALM VIEW DUBAI HOTEL & SUITES

**5 THE PALM**  
THE SHORE, ATLANTIS THE PALM  
W LOUNGE, W HOTEL  
SOBE, W HOTEL

**6 AL BARSHA**  
THE TERRACE, MEDIA ROTANA

**7 JUMEIRAH**  
KAYTO, JUMEIRAH AL NASEEM

**8 BUSINESS BAY**  
FIRE LAKE, RADISSON BLU

**9 DOWNTOWN**  
WANE BY SOMIYA, DOWNTOWN

**10 DIFC / SZR**  
TEATRO, TOWERS ROTANA  
FLAIR 5, RITZ CARLTON

**11 FESTIVAL CITY**  
VISTA, INTERCONTINENTAL

**12 DEIRA**  
MARBLES, RADISSON BLU  
UP ON THE 10TH BAR, RADISSON BLU

**ABU DHABI**  
AMERIGOS, PARK INN HOTEL BY RADISSON, YAS ISLAND  
LA CARNITA RESTAURANT, YAS BAY



**SCAN TO SHARE**  
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latest news

## THE PERFECT SERVE

PREMIUM QUALITY TEQUILA COCKTAILS

Agave Festival UAE, presented by World of Tequila is the first event of its kind in the region celebrating the complexity and uniqueness of Tequila, its exciting history, amazing heritage, passion, and authenticity.

Kicking off on 22 July and timed perfectly to celebrate National Tequila Day (24 July), the festival will offer a portfolio of premium and luxury Tequila expressions for an exclusive price of AED 40 at many of Dubai's most impressive venues. For three weeks drinks enthusiasts can experience some of the world's most awarded and admired Tequila brands including 1800, Jose Cuervo, Maestro Dobel and 400 Conejos Mezcal.

Immerse yourself in this ground-breaking exploration of the rich world of flavours and experiences that agave spirits have to offer. Break away from the ordinary and create your own path with World of Tequila's Agave Festival UAE.

**AED 40** EXCLUSIVE AGAVE FESTIVAL UAE COCKTAIL PRICE

## PREMIUM TEQUILA BRANDS

AVAILABLE AT SELECT A+E RETAIL STORES



**Dubai, United Arab Emirates Aug 10, 2022 ([IssueWire.com](http://IssueWire.com)) - Dubai, UAE, Aug 2022:** For the very first time in the region, World of Tequila, a global initiative from Proximo Spirits will be launching its first edition of Agave Festival UAE this July 2022. Expect a unique and delightful celebration of the vibrant heritage, culture, and traditions of the famed agave plant.

The launch of Agave Festival UAE will coincide with 'National Tequila Day' on the 24 of July and be in residence for three weeks, from the 22 July to the 14 August 2022. A selection of premium locations all over the city will be taking part in the occasion, from Downtown Dubai to the Marina. Participating venues will offer a refreshing and diverse menu of agave spirit inspired cocktails available for only 40 AED and crafted from the world's best-selling Tequila brand Jose Cuervo®, the world's first cristalino Tequila Maestro Dobel® and 1800, the world's most awarded Tequila brand.

Agave Festival UAE will serve up an unforgettable experience for connoisseurs of fine spirits. The extensive variety of agave spirit expressions will be created by some of the city's best mixologists at some of the finest F&B venues across Dubai. More than 25 venues will be taking part in this unique

occasion, from dynamic Mexican street food restaurant, La Carnita, to contemporary hacienda by the beach, Maya Mexican Kitchen + Bar.

The Agave Festival UAE menu will feature all the classics, such as the beloved Margarita and the zesty Paloma as well as refreshing, summer-inspired beverages using ingredients like coconut, pineapple and lots of lime. Guests will also get to experience the smoky hints of Mezcal in addition to trying the diverse range of flavours from the highly acclaimed 1800 family including 1800 Silver, Reposado, Anejo and Coconut.

To celebrate the the launch of Agave Festival UAE, Proximo Global Brand Ambassador, Stelios Papadopoulos will be visiting the UAE and sharing his unique skills and extensive knowledge with aspiring bartenders across Dubai and Abu Dhabi. Stelios is a global authority on all things Tequila, having been nominated as the first Non Mexican Tequila Expert in the world by the National Chamber of Tequila Industry. He is also the founder of Barro Negro Athens, one of the top bars in the world and famed for creating the Paloma Embassy cocktail. While in town Stelios will be conducting in-depth masterclass events and training where he will unearth different uses for the spirit and, ultimately, showcase Proximo Tequila's rich heritage and diversity.

Agave Festival UAE is a tribute to of one of the world's most celebrated spirits. Not only offering guests the opportunity to savour the various flavours and aromas of luxury agave cocktails at an exclusive 40 AED price point, but to have an all-immersive and educational experience about the world of Tequila and Mezcal. A dynamic celebration of family tradition that goes back more than 250 years, when agave was first harvested at the family estate of Jose Antonio de Cuervo in Jalisco, Tequila.

**ENDS**

### **Note to Editors**

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### **About World of Tequila - Agave Festival UAE**

**Website:** <https://www.agavefestivaluae.com/>

**Instagram:** [@agavefestivaluae](https://www.instagram.com/agavefestivaluae)

### **About Proximo Spirits**

Proximo is a global innovator of quality spirits that create excitement with every sip. Always on the lookout for what's next, Proximo builds brands and invents new products to meet the world's changing tastes and trends in memorable new ways.

## **About African + Eastern**

### Inspiring Great Blends

The origins of African + Eastern can be traced over 100 years to Africa & the Middle East, established in the tradition of sea-borne trade and commerce. Since its founding, it has been witness to the region's incredible growth and is now the largest importer, distributor & retailer of beverage alcohol brands in the Middle East and Arabian Gulf region.

African + Eastern is a company where diverse cultures, brands, skills and tastes from around the world come together to create the perfect blend. A blend that is evolving to keep pace with the developments of this dynamic region, but that in itself serves a simple purpose: to ensure the company excels at eclipsing the expectations of Customers, Partners, Employees and Stakeholders.

**Website:** <https://www.africaneastern.com>

**Instagram:** [@africaneasterndubai](https://www.instagram.com/africaneasterndubai)



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