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Who's Doing What

Agave Advisors

Wine & Spirits Industry Legends Join Partida Tequila Board



The Legends, left to right: J. Gary Shansby, Michael Mondavi and Maurice Kanbar.
PHOTO: RYAN LELY

Leading spirits expert Paul Pacult names Partida tequila “the best tequila money can buy” and of J. Gary Shansby, founder and Chairman of Partida Tequila, Anthony Dias Blue wrote, “Gary is meticulous and has an incredible string of conquests, his latest, Partida tequila.” To add dimension to this string of conquests is Shansby’s brilliant move in forming a Partida Tequila Board of Directors that will make history: Michael Mondavi and Maurice Kanbar, who, in addition to serving on the Partida board, have made capital investments in the brand.

“I’m thrilled to have Michael and Maurice join me as partners and board members,” claims Shansby. “Their experience, marketing creativity and strong relationships in the spirits industry will be a huge help as we continue to grow Partida tequila into one of the leading premium tequila brands in America today.”

Michael Mondavi co-founded the Robert Mondavi Winery with his father, Robert Mondavi, in 1966. Since that time, he has worked in every aspect of the wine business, from wine making to executive leadership, winning numerous accolades during his storied career, including the Who’s Who in Food and Wine award from the James Beard Foundation in 1997. In 2003, Mondavi founded Folio Fine Wine Partners—an importer, agency and producer of wines from the world’s premier and emerging viticultural regions—together with his wife Isabel, his son Rob and his daughter Dina.

“Just like a fine wine, producing a great tequila takes passion, commitment and a love of the earth—and you have to start with a superior agricultural product,” Mondavi points out. “Like the best wines in the world, premium tequila has a great heritage and a culture. After tasting Partida and discussions with Gary, I immediately saw the similarities between fine wine and tequila and became intrigued by the opportunity to get involved in the tequila business.”

Maurice Kanbar, a San Francisco neighbor of Shansby, is a noted inventor (he holds more than 32 patents), entrepreneur and philanthropist. In 1993 he created Skyy vodka, designing the distinctive cobalt blue bottle and conceiving the name himself. Skyy was wildly successful, and in 2005 Kanbar sold the brand to Gruppo Campari.

“I have known Gary for many years and I have absolute confidence in his immense talents as a brand builder,” Kanbar notes. “I’m happy to add my experience, industry relationships and ideas on spirits marketing to the success of the wonderful brand—Partida tequila—that Gary has created.”

“With new distributor relationships in place and Michael and Maurice on board, I am more confident than ever that Partida will continue to quickly gain market share and grow in popularity with America’s tequila drinkers,” says Shansby. “Despite the challenges of the economy, 2009 promises to be an exciting year for Partida tequila!” ■

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www.partidatequila.com