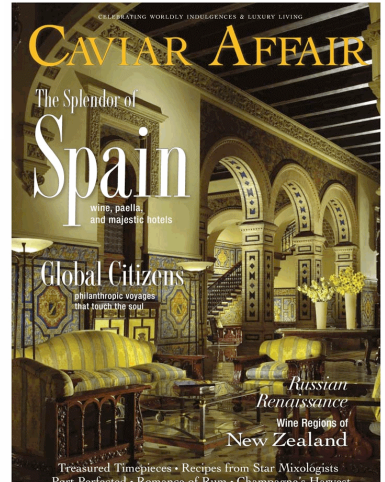




Caviar Affair

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Smooth Move



Gary Shansby prides himself on his top tier tequilas.



How one spirit maker rose to the top. By F. Paul Pacult

tequila

BRANDS MAY COME AND GO, BUT PERFECTED TEQUILA IS SURE TO STAY. Mexico's fermented and distilled agave juice is a great crowd pleaser, yet just a few bottles make it into wet bars and exclusive speakeasies. One of those lucky liquors is Partida, made in the village of Amatitán, in the Mexican State of Jalisco. The company credits the secret to their tequila success to astute management, insight, persistence, and amazing quality. Their dapper leader is chairman, CEO, and founder, Gary Shansby.

After shepherding more than 50 brands of consumer goods, including Famous Amos Cookies, Voss Water, and Mauna Loa Macadamias to highly profitable pastures, Shansby turned his attention to tequila. His mission was to create a premium spirit made from estate-grown agave plants cultivated by one of the most

illustrious growers in Jalisco, Don Enrique Partida. Shansby's business plan, meticulously honed by decades of on-the-street and boardroom experience, was simple: Make the best-tasting, 100 percent agave line of tequilas produced from the finest plants grown in the best 3,000 acres by the premier agave grower, and then market the carefully crafted tequila as the best of the best.

Shansby's buzzwords throughout the process have been "understatement" and "respect." Shansby became his own top salesperson and brand ambassador as he traveled the nation, meeting with bartenders, journalists, and experts so they could judge for themselves Partida's viability as a major player in a famously competitive and combative category.

Shansby's gentlemanly approach included learning from the people who really know and understand tequila and listening to their candid feedback. The plan is working: Competition medals, favorable reviews, and accolades here and abroad are already piling up for Partida's Blanco, Reposado, Añejo, and Extra Añejo tequilas.



The True Spirit of Tequila
www.partidatequila.com

