

## Jose Cuervo Black launch party

The latest addition to the Jose Cuervo Familia, Jose Cuervo Black was revealed in style on the Cuervo Deck at the premiere rock festival, Oppikoppi on 7 August 2009.





The exclusive launch event hosted South Africa's top media and celebrities, who got a taste of the true Cuervo experience. In the spirit of Mexico, the country from which Jose Cuervo originates, guests were treated to a Mexican style road trip from Melrose Arch in Johannesburg to their luxurious accommodation near Oppikoppi.

As the sounds of South African bands Crash Car Burn and Bed on Bricks drifted up from the main stage, guests such as ex-Miss South Africa Cindy Nell, Idols contestants Graeme Watkins and Pixie Bennett, model Christina Storm and actress Vanessa Haywood were treated to Cuervo margaritas and delicious Mexican inspired canapés.

The exclusive guests were entertained by a private unplugged performance by Laudo Liebenberg, lead singer of the popular South African band, aKING. A ripple of excitement ran through the crowd as Jose Cuervo Brand Manager, Vonne Lombard asked them to help her in welcoming the smoother, more affluent member of the Jose Cuervo Familia. A dazzling display of smoke, pyrotechnics and a Zorro inspired performance by top South African comedian, Dave Levinsohn preceded the extravagant reveal of Jose Cuervo Black.

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