

PRESS RELEASE
February 26, 2024

Altos tequila celebrates National Margarita Day with exclusive one-night-only Mexican takeover in partnership with the Donovan, Licorería Limantour & Hanky Panky

The acclaimed Mayfair Hotel bar will host the award-winning Mexico City bars in partnership with Altos Tequila this February.

The Donovan Bar, the acclaimed Mayfair establishment located within Brown's Hotel, has partnered with globally-renowned Best Tequila for Margaritas¹, Altos, and two of Mexico City's leading bars for a special

National Margarita Day takeover on Monday 26th February. Licorería Limantour and Hanky Panky – which were named no.7 and no.22 on The World's 50 Best Bars 2023 respectively – will be joining the Donovan Bar team for the evening, delivering a taste of Mexico through a special cocktail menu starring Altos to showcase a range of traditional and contemporary twists on the margarita.

As a firm-favourite tequila among bartenders around the world, Altos Tequila was the natural partner for an evening which embodies Mexican culture, traditions, mixology and good times. Designed to showcase each of their takes on the renowned margarita, the special menu will provide guests with an opportunity to enjoy cocktails from some of the world's best bartenders as Benjamin from Limantour (@benja_benja), Gina from Hanky Panky (@gina_barbachano) and Maestro Salvatore Calabrese (@cocktailmaestro) join forces to deliver an authentic Mexican experience for one night only.

Continuing the National Margarita Day celebrations throughout the week, Altos Tequila will then embark on a special tour throughout the UK – starting in London, then moving to Bristol, Manchester, and concluding in Edinburgh. Bringing the Mexican fiesta spirit to each location, the brand will host various activities and will feature special guest bartenders, accompanied by exclusive sets from DJ Sussy (@sussyoh) – owner of the famous Mexican bar El Micky. The celebration kicks off at the Donovan on the 26th, with the Margarita Masters Cocktail Competition scheduled for the 28th. Make sure to stay tuned via Altos Tequila's social media channels (@AltosTequila) for the latest updates and news on this must-not-miss series of events.

1. Drinks International Annual Brands Report, 2019-2021, 2023

Notes to Editors

The Donovan Bar x Altos Tequila x Licorería Limantour x Hanky Panky

Monday 26th February

Timings 7pm-10pm

The Donovan Bar, Brown's Hotel, 33 Albemarle St, London W1S 4BP

About Altos Tequila

Altos is a super-premium Tequila, made from 100% pure Agave and Tahona liquid, crafted in the heart of Los Altos, 2104 meters above sea level in the western state of Jalisco, in Mexico. Born from a collaboration between Olmeca's own Master Distiller Jesús Hernández and the internationally renowned UK bartenders, the late Henry Besant and Dré Masso, Altos is made in part using the 500-year-old traditional Tahona method, before being distilled in small copper pot stills.

<https://olmecaaltos.com/>

[@altostequila](#)

About The Donovan Bar

Residing in one of London's most iconic hotels, Brown's Hotel, a Rocco Forte Hotel, The Donovan Bar has long been known as one of the most intimate and sophisticated drinking dens in the city playing host to gatherings of the most glamorous faces of Mayfair's elite fashion and art scene. It takes inspiration from the bar's namesake and close friend of the Forte family, the iconic 1960's photographer Sir Terence Donovan, whose black and white photographs adorn the walls. The impeccable cocktail menu comes courtesy of the legendary maestro of cocktails, Salvatore Calabrese and our Director of Mixology, Federico Pavan, who, together, have created a sublime list marrying personal classics with original concoctions.

roccofortehotels.com/donovan-bar

[@thedonovanbar](#)

About Hanky Panky

Inside, in the dimly lit space with its red leather seating and marble bar top, the team, led by Ismael Martinez and Gina Barbachano, skilfully throw drinks that feel classic and transportive. But Hanky isn't stuck in the past. The bar opened its doors to the global cocktail industry during the lockdown closures (Mexico's restrictions were not so tight as some other countries), creating an international bartending family. Its current menu, Passport, is a love letter to that, a logbook of experiences, flavours and human connections. Take Latino Americano, a pineapple and coffee-infused twist on an Americano, inspired by Cartagena in Colombia. Hanky Panky may have started out with its door shut but it has become the open-armed centre of a global bartending culture.

[@hankypankydf](#)

About Licorería Limantour

Since 2014, this legendary Roma Norte establishment, led by Benjamin Padrón and José Luis Leon, has been a true stalwart of the 50 Best list and a pioneer of the bartender knowledge-sharing culture worldwide. For this venue, its longevity isn't an indication that it's standing still. The split-level bar buzzes with energy, and guests spill out on to the street every night of the week. Behind the bar, the drinks offering continues to innovate while keeping room for now-iconic serves such as the Fluffy Paloma and Margarita Al Pastor. The bar's latest menu, Ida y Vuelta, draws on native

Oaxacan ingredients with the mezcal milk punch Rosita de Cacao a favourite with regulars. Twelve years on, the party is still in full swing and Limantour shows no sign of slowing down.

[@limantourmx](#)

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<https://theabsolutcompany.com/media-room/press-release/altos-tequila-celebrates-national-margarita-day-with-exclusive-one-night-only-mexican-takeover-in-partnership-with-the-donovan-licoreria-limantour-hanky-panky/>