



JUMBY BAY ISLAND  
ANTIGUA - WEST INDIES

## JUMBY BAY ISLAND x CASAMIGOS BEACH SHACK POP-UP



**January 2021** – Ultra-premium tequila brand **Casamigos** lands at the iconic Caribbean private island resort, **Jumby Bay Island** in Antigua. This collaboration includes the launch of a limited-edition Casamigos Margarita Beach Shack pop-up with cocktails specially curated for the resort, and a Margarita Hotline for cocktails delivered to suites, villas and Private Residences by a Casamigos bar on wheels. Founded by long-time friends George Clooney, Rande Gerber and Mike Meldman, Casamigos is the product of tequila-filled nights with friends, with the name itself translating to “House of Friends.”

### THE CASAMIGOS MARGARITA BEACH SHACK

At the heart of this partnership is the **Casamigos Margarita Beach Shack** – a laid-back, sunset beach bar offering a limited-edition Casamigos cocktail menu. Jumby Bay’s bartenders have been fully trained by Casamigos mixologists to serve up delicious cocktails, including the *Casa Margarita* and *La Piña*. Located in the vibrant center of the resort on Jumby Bay Beach, the beach bar embodies both brands’ ethos of bringing friends together in a fun and relaxed way with branded umbrellas, surfboards and glassware, creating a colourful backdrop and photo moment. The beach shack is hosting a weekly sunset beach experience, serving up ice-cold margaritas and smooth shots of tequila as the day turns to night. Other classic Jumby Bay experiences have also been given the Casamigos twist, like the Margarita Sunset Cruise, a sunset catamaran trip with specialty cocktails.

### SPECIALIST SERVES

Jumby Bay Island has worked with Casamigos’ team of expert mixologists to craft a tailor-made menu of cocktails bringing varying taste profiles for the discerning consumer. The *Spicy Cucumber Jalapeno Margarita* combines Casamigos Blanco Tequila with fresh lime, simple syrup, cucumber slices and jalapenos, shaken and served over ice for a refreshing drink with a kick. The *Casa Ginger Mint Paloma* mixes Casamigos Reposado Tequila, grapefruit juice, fresh lime, sugarcane syrup, ginger syrup and mint in a long glass; the cool, classic *Casa Repo Rocks* is simply Casamigos Reposado Tequila just as the creators intended it – straight up and on the rocks. When the pop-up on the island concludes, Jumby Bay will continue the collaboration by serving Casamigos as the house pouring tequila.

### 1-800-TEQUILA – IT’S THE MARGARITA HOTLINE

On demand, anywhere, any time – guests need only call the **Margarita Hotline** and the Casamigos bar on wheels will appear. The mobile bar is serving freshly mixed margaritas, spiked popsicles and ice-cold shots of tequila. Villa and Private Residence guests can even request that a pop-up bar be set up on their property for a special occasion, as well as having the option of pre-stocking their fridge with Casamigos spirits and cocktail ingredients, so the tequila can be readily enjoyed in a craft drink, on the rocks, by the shot and at times, straight from the bottle.

## BACK AND BETTER THAN EVER

Jumby Bay reopened on November 7 for the Winter 2020-21 season, unveiling 28 brand-new suites in collaboration with design firm Studio IDC. This returns Jumby Bay to the same number of rooms as when the hotel originally opened in 1983, making it more exclusive than ever. This year has also seen the relaunch of the **Jumby Bay Sailing Academy**. The Sailing Academy has been designed to teach guests the fundamentals of sailing with various courses available, tailored to all ages, from beginners looking to learn a new skill to experienced sailors honing their craft on Antigua's famed waters. Another new addition is the Delphis Private Residence, which sits on its own peninsula with a private dock, gym, games pavilion, outdoor yoga pavilion, two freshwater infinity pools and a stretch of pristine private beach.

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[www.oetkercollection.com/hotels/jumby-bay-island](http://www.oetkercollection.com/hotels/jumby-bay-island) / [www.casamigos.com](http://www.casamigos.com)

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### About Jumby Bay Island

Set in one of the most beautiful, untouched locations in the world, Jumby Bay Island is a private island of simple pleasures situated in the Caribbean nation of Antigua and Barbuda. Ringed with coral reefs and reachable only by boat, with no cars in sight, this private isle of white-powdered beaches and winding bicycle paths is a one-of-a-kind hideaway known, quite simply, as the finest resort in the Caribbean. The 300-acre secluded island features 28 tastefully-decorated suites, 14 luxury villas and 22 Private Residences spread across its beautiful expanse, two miles off the coast of Antigua. Just steps away from the pristine white beaches, each suite is a tranquil oasis offering spectacular views of the Caribbean Sea.

### About Casamigos

Brought to you by those who drink it. Casamigos was founded by long-time friends George Clooney, Rande Gerber, and Discovery Land Company CEO & Founder, Michael Meldman. Tequila-filled nights with friends is how Casamigos was born. Launched in 2013, these small batch, ultra-premium tequilas are made from the finest hand-selected 100% Blue Weber agaves grown in the rich red clay soil and cool climate of Mexico's Jalisco Highlands for a minimum of 7 years.

Casamigos Blanco Tequila, rests for 2 months and is crisp and clean with subtle hints of citrus, vanilla and sweet agave with a smooth finish. Casamigos Reposado Tequila, aged 7 months, is soft, slightly oaky with hints of caramel and cocoa and has a silky texture with a medium to long smooth finish. Casamigos Añejo Tequila, aged 14 months, has a beautifully pure and refined complex aroma with soft caramel and vanilla notes. It's the perfect balance of sweetness from the Blue Weber agaves, layered with barrel oak and subtle hints of spice with a lingering smooth finish.

Casamigos was acquired by Diageo in 2017 and launched Casamigos Mezcal in 2018. Made in Oaxaca, Mexico with 100% Espadín Agaves, Casamigos Mezcal (Joven) rests up to 2 months and is balanced, and elegant with hints of tamarind and pomegranate aromas that are followed by herbal tones of fresh mint and dried oregano. Delicate notes of smoke and black pepper lead to a long silky finish.

Casamigos has garnered the highest accolades from the spirit industry's most well-respected authority figures. The Casamigos family is available throughout the United States, Europe, Canada, Australia, New Zealand, Hong Kong, Singapore, Bahamas and expanding worldwide. Casamigos Tequila 40% Alc./Vol. Casamigos Mezcal, 40% Alc./Vol. For more information please visit [www.casamigos.com](http://www.casamigos.com). Follow us on social media @casamigos. ENJOY RESPONSIBLY. Imported by Casamigos Spirits Company, Manhasset, NY.