

SHANKEN NEWS *Daily*

News Briefs for February 21, 2017

February 21, 2017

•After an initial launch in key markets last fall, luxury Tequila brand Código 1530 is gearing up to enter five new states. Currently available in California, New York, Colorado, Texas and Tennessee, Código 1530 is adding Illinois, Nevada, Missouri, Kansas and Oklahoma in the coming months. The brand includes Blanco (\$49), Reposado (\$69), Añejo (\$119) and Origen Extra Añejo (\$249) variants, as well as newly launched Rosa (\$65), which is finished in Napa Cabernet barrels. Código 1530 was co-founded by partners Federico Vaughan and Ron Snyder (formerly CEO of Crocs), and includes country music star George Strait among its investors.