

The diamond of cocktails

By Havannabarna



You are what you consume.

This phrase has been around since the 1800s and since then, it has graced magazine articles, TV and radio programs, online outlets. Of course, all in the name of **nutrition and healthy lifestyles.**

How does tequila come into the picture?

We're sure everyone has googled "why tequila is good" before. But we can't say these, can we?



TASTE cocktails

<https://tastecoocktails.com> › Magazine

5 Reasons To Drink More Tequila

1. Tequila doesn't give you a hangover. "Yeah, right!" you say? · 2. **Aid your digestive system.** Experts say that a shot before lunch can stimulate the appetite, ...



Curamia Tequila

<https://curamatequila.com> › blog › is-tequila-a-probiotic

Tequila's Probiotic Potential & Benefits

Nov 7, 2023 — 100% blue agave tequila **benefits better sleep, digestion, and gut health.** Yes, that's right. True, 100% blue agave tequila is a probiotic! Pure ...



Good Health Centre

<https://goodhealthcentre.co.uk> › 6-surprising-health-be...

6 Surprising Health Benefits of Tequila - Leeds

Jul 13, 2018 — Tequila can **help you lose weight** · Helps with Digestion · Tequila is a Probiotic · Tequila may help fight osteoporosis · Tequila may lower the ...



Medical News Today

<https://www.medicalnewstoday.com> › articles › health-b...

The health benefits of tequila: Are they real?

Mar 12, 2021 — Tequila may be a comparatively healthier option than some other types of alcohol because **it contains fewer calories, zero sugar, and zero ...**

Another important fact is, that in the US and in Mexico, Paloma is the nr. 1 drink. So we can safely say, it has **reached diamond status** overseas.





How can we grant the same for Hungary?

In 2008, a mexican scientist must have gotten into the same loophole, as he woke up one day and decided to **make synthetic diamonds – out of tequila.**

The diamond Of cocktails

Armed with science, we show people that it's really **worth to switch their usual drink of choice to a premium tequila**. So much so, that **we create real diamonds from Don Julio**, that is available for anyone via an online activation – this way, **we seal the position of the Paloma** in people's minds.





**You are what you drink –
make sure it's the best.**

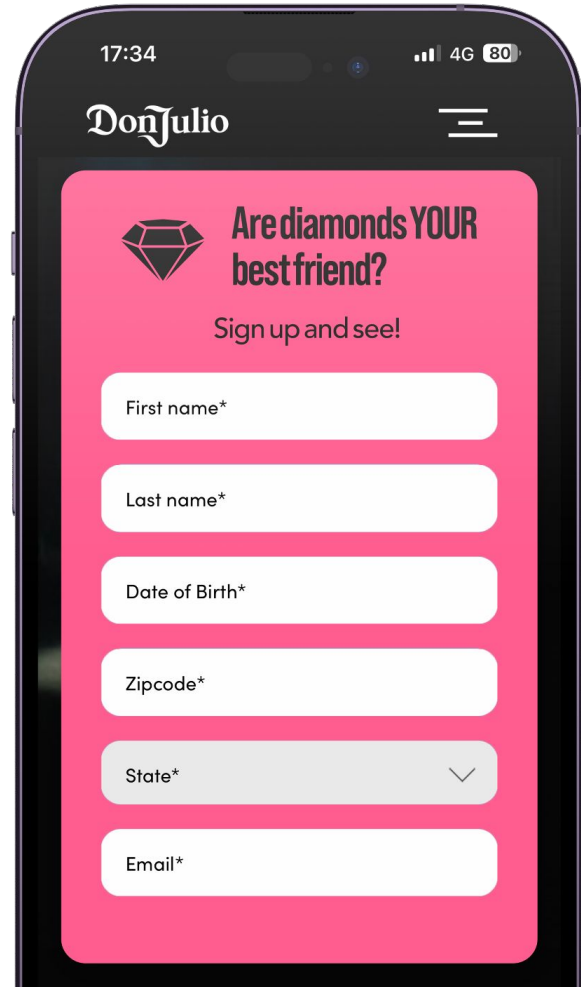
Don Julio Paloma is only made from the finest ingredients. To prove it, we turn this iconic liquor into your favourite shiny rock **right in front of your eyes**. Of course, you can claim ownership – just scan the QR!

**Don Julio Paloma,
the diamond of cocktails.**



We go online too – **people can join a special sweepstakes** to win a real Don Julio Paloma diamond.

Following the instructions of the installation, they are taken over to a microsite where they can sign up.



We know its flashy - but isn't Don Julio?

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