

## **For Immediate Release:**

Media Contact:  
Megan Sterritt  
KWE Partners  
305-476-5424  
sterritt@kwepr.com



## **\$1,000 a Pop: World's Most Expensive Tequila Pop Made with Clase Azul Ultra & Gold Flakes**



**Cabo San Lucas, Baja California Sur, Mexico (May 11, 2011)** – At \$1000 a pop, the world's most expensive tequila popsicle is made with 24 ct. gold flakes and [Tequilas Premium](#) Clase Azul Ultra tequila, which retails around \$1500/bottle. For those on a budget, there's straight Clase Azul Ultra for \$500 a shot. The pop is now available at the 237-all suite Marquis Los Cabos resort in Baja California Sur where it's served poolside, regularly lauded as one of the most impressive infinity pools in the world. For more information on Marquis Los Cabos, please visit <http://www.marquisloscabos.com>.

“From mini-indulgences like the Tequila Pop to indulgent fantasy services and programs, Marquis Los Cabos allows guests to personalize their hotel stay as part of the resort's new approach to service, ‘Customized Luxury,’” said General Manager Ella Messerli.

As the first Distinctive T recipient in Baja California Sur, Marquis Los Cabos hosted the worldwide launch for the Clase Azul Ultra in 2007. Awarded by the Tequila Regulatory Council (TRC) in Mexico, Distinctive T honors resorts, hotels and restaurants dedicated to promoting the quality, culture and prestige of tequila. Marquis Los Cabos exceeded strict and numerous requirements to obtain and maintain the Distinctive T certification including educating the entire staff on the tequila culture, preserving the authenticity of tequila products and only serving authentic, certified tequila.

### **About Marquis Los Cabos:**

The 237 all-suite beachfront [Marquis Los Cabos Resort](#) is located on the southernmost tip of the Baja California peninsula, where the Sea of Cortez meets the Pacific Ocean, and is minutes from the authentic Old World village of San Jose del Cabo as well as the lively town of Cabo San Lucas. The resort features a 15,000 square foot holistic spa and fitness center, an exclusive gourmet restaurant where a Michelin-pedigreed chef prepares a nightly prix fixe menu and an extensive collection of Latin American sculpture and painting on display in public areas and guest suites. Since its 2003 opening, Marquis Los Cabos has earned the travel industry's most coveted awards including “World's Best” (Travel + Leisure); “Gold List” (Condé Nast Traveler); “Best Value” (Condé Nast Traveler); the AAA Four Diamond, and the Five Star Diamond for its Canto del Mar restaurant. Marquis Los Cabos is a member of the prestigious *Leading Hotels of the World* and the only member of *Leading Spas of the World* in Los Cabos.



# # #