

Cecil Munsey, PhD
13541 Willow Run Road
Poway, CA 92064-1733 USA
Phone: Phone: 1-858-487-7036
E-Mail: CecilMunsey@cox.net
Website: <http://www.cecilmunsey.com>
Website Article: **No. 1301**

Date: July 2013
Words: **402**
Rights: First Serial
Photos / Illus.: **2**
Article price: Open
Placement: Open
Category: Contemporary Bottle History

Patron Tequila Announced the Winner of “The Art of Patron” Contest



(Fig. 1) Several examples of the dozens+ types of Patron Tequila

Researched, illuminated, and presented
by

Cecil Munsey, PhD
Academic / Cultural Historian
Copyright © 2013

On July 1, 2013 in New York City, the producers of famous Patron [*“the boss”*] Tequila (**Fig. 1**) announced the Grand Prize winner of “**The Art of Patron**” contest. The winner, **Brandon Montgomery** of Spring Valley, California, was awarded **\$10,000** in the tequila maker’s first national bottle art competition called the “**Batalla de los Espiritus**” – [*“battle of the spirits”*] – that invited fans and artisans to share their entries. Each entry inventively gave Patron’s iconic glass bottles a second life.

There were twenty-five semi-finalists selected, then the public was asked to vote for its favorite design to help select the 10 finalists. From the 10 finalists, the entries were again reviewed and narrowed down to one Grand Prize Winner. The 10 contest finalists each received \$1,000. (To review the finalists’ entries, visit <http://www.ArtofPatron.com>)

Montgomery crafted 52 empty 750ml and miniature (50ml) tequila bottles with hand-carved corks into a unique chess set (**Fig. 2**). The cork tops were meticulously carved for each piece from the pawns to the King. The legs of the chess table were created from Patron bottles fused together.



(**Fig. 2 – \$10,000 contest-winning chess set**)

A Navy Lieutenant with a college degree in art, Montgomery, 31, says he didn’t drink all that tequila but rather went to 35 different bars, not hard to do in San Diego, asking for empty bottles. (His story is reminiscent of my early college days when I

visited bars to beg for empty Lowenbrau beer bottles that some of we early bottle collectors regularly used to bottle the home brew we made and consumed during and after some of our early digs at the old Home Avenue dump.)

Note: The makers of Patron tequila claim their product "...is an ultra-premium luxury white spirit that is delicious on the rocks and mixes flawlessly into most any cocktail. It is made from the highest-quality Weber Blue Agave plants grown in the highlands of Jalisco, Mexico. And it is made by a centuries-old distillation process and it is contained in hand-blown glass bottles."