

Overall, we saw **1,679,763+ total impressions** from attendees at the event. In attendance were publications including [LA Weekly](#) ([Bill Bahko](#)), [The Root](#), [Style & Society](#) ([Kinya Claiborne](#)), [LA Confidential](#) & [Angeleno](#) ([Chris Gialanella](#)), the [SIP Awards](#), as well as multiple influencers including [Anna Lynn Sweeney](#), [Joe Jenkins](#), [Megan Moore](#), [Pouya Hashemi](#), [Camly Nguyen](#) and [Kent Speakman](#).

Additionally, we were thrilled to secure a shout-out for El Jimador on [NBCs California Live](#), signing off their weekly broadcast with a toast to el Jimador and National Tequila Day. The segment was featured on-air , as well as on NBC's social channels. **Total impressions from the segment were 4,092,363+**. See the full segment [here](#).

In total, we saw 5,772,126+ impressions from our National Tequila Day activation.

At Thursday's event, attendees were treated to el Jimador cocktails throughout the experience, including an opportunity to craft their own cocktail, the el Jimador "Watermelon Margarita."



Throughout the morning, guests enjoyed breakfast burritos, chilaquiles & tacos courtesy of Trejo's Cantina, followed by an interactive donut decorating contest featuring Trejo's Donuts. The top three designs left with a bag full of el Jimador x Trejo's goodies, while each attendee went home with a little something from el Jimador as well.



See a full recap of coverage from our attendees below, see imagery from the event [here](#).

Outlet	Instagram	Coverage	Readership/Following	Date	Status/Link
Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com

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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com/s/dn0ry3sygp9d9ul/7.21.22_AnnaLynnSweeneyIGStory2.jpg?dl=0
Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_AnnaLynnSweeneyIGStory3.jpg
Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_AnnaLynnSweeneyIGStory3.jpg

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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	<a href="https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?p
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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	<a href="https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?p
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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com/home/Eight

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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	<a href="https://www.dropbox.com/home/EightSixtySout
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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	<a href="https://www.dropbox.com/home/EightSixtySout
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Anna Lynn Sweeney	https://www.instagram.com/annasweeney/	Instagram Story	16,493	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_AnnaLynnSweeneylGStory10.jpg
Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinslGStory1.jpg
Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinslGStory1.jpg

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Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinslGStory3.jpg
Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinslGStory4.jpg
Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinslGStory5.jpg

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Joe Jenkins	https://www.instagram.com/somedailyjoe/	Instagram Story	62,621	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_JoeJenkinsIGStory6.jpg
Megan Moore	https://www.instagram.com/meganfmoore/	Instagram Story	7,356	7/21/22	https://www.dropbox.com/home/EightSixtySOUTH/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_MeganMooreIGStory1.jpg

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Megan Moore	https://www.instagram.com/meganfmoore/	Instagram Story	7,356	7/21/22	https://www.dropbox.com/home/EightSixtySout/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_MeganMooreIGStory3.jpg
Megan Moore	https://www.instagram.com/meganfmoore/	Instagram Story	7,356	7/21/22	https://www.dropbox.com/home/EightSixtySout/860S%20Clients/EI%20Jimador/Trejos%20Cantina%207.21.22?preview=7.21.22_MeganMooreIGStory4.jpg

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NBC 4 California Live	https://www.instagram.com/nbccalive/	Instagram Post	11,385	7/22/22	https://ww w.instagr am.com/p /CgUv qu p0hG/
NBC 4 California Live	https://www.instagram.com/nbccalive/	Instagram Story	11,385	7/22/22	https://ww w.dropbo x.com/ho me/Eight SixtySout h/860S% 20Clients/ EI%20Jim ador/Trej os%20Ca ntina%20 7.21.22?p review=7. 22.22_NB CCALiveI GStory1.j pg
NBC 4 California Live	https://www.instagram.com/nbccalive/	Instagram Story	11,385	7/22/22	https://ww w.dropbo x.com/ho

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NBC 4 California Live	https://www.nbclosangeles.com/california-live/	Broadcast Segment	4,058,208	7/22/22	https://www.dropbox.com/s/gsd3x6jc4xcphmr/7.22.22.NBCCaliforniaLive.MOV?dl=0
Pouya Hashemil	https://www.instagram.com/hey pouya/	Instagram Story	125,402	7/21/22	https://www.dropbox.com/s/nd85st2injsfqwk/7.21.22_PouyaHashemilGStory1.jpg?dl=0
Pouya Hashemil	https://www.instagram.com/hey pouya/	Instagram Story	125,402	7/21/22	https://www.dropbox.com/s/rdhvd6df313tpdj/7.21.22_PouyaHashemilGStory2.jpg?dl=0
Pouya Hashemil	https://www.instagram.com/hey pouya/	Instagram Story	125,402	7/21/22	https://www.dropbox.com/s/is

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Pouya Hashemil	https://www.instagram.com/hey pouya/	Instagram Story	125,402	7/21/22	https://www.dropbox.com/s/09rb05t4xqwo7d5/7.21.22_PouyaHashemilGStory4.jpg?dl=0
SIP Awards	https://www.instagram.com/sipawards/	Instagram Story	8,491	7/21/22	https://www.dropbox.com/s/cpicxhpwqjtt337/7.21.22_SipAwardsIGStory1.jpg?dl=0
SIP Awards	https://www.instagram.com/sipawards/	Instagram Story	8,491	7/21/22	https://www.dropbox.com/s/4tiwddhea99johp/7.21.22_SipAwardsIGStory2.jpg?dl=0
Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Story	37,164	7/23/22	https://www.dropbox.com/s/y2zic7ylq13d944/7.23.22_CamlyNguyenIGStory1.mov?dl=0
Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Story	37,164	7/23/22	https://www.dropbox.com/s/y2zic7ylq13d944/7.23.22_CamlyNguyenIGStory1.mov?dl=0

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Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Story	37,164	7/23/22	https://www.dropbox.com/s/wbfmdpxad097vxc/7.23.22_CamlyNguyenIGStory3.mov?dl=0
Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Story	37,164	7/23/22	https://www.dropbox.com/s/wsa2cgqncs0e67w/7.23.22_CamlyNguyenIGStory4.mov?dl=0
Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Story	37,164	7/23/22	https://www.dropbox.com/s/09fysmcj58u2dj3/7.23.22_CamlyNguyenIGStory5.mov?dl=0
Camly Nguyen	https://www.instagram.com/camly.me/	Instagram Post	37,164	7/23/22	https://www.instagram.com/p/CgXjon4gHel/
Bill Bahko	https://www.instagram.com/billbakho/	Instagram Story	12,618	7/24/22	https://www.dropbox.com/s/i5

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Bill Bahko	https://www.instagram.com/billbahko/	Instagram Post	12,618	7/24/22	https://www.instagram.com/p/CgZyKNJpheg/
Chris Gialanella	https://www.instagram.com/christophergialanella/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/fc22pus8ajd0ruo/7.24.22_ChristopherGialanellaIGStory1.jpg?dl=0
Chris Gialanella	https://www.instagram.com/christophergialanella/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/i2wkd2jkyk8lcqd/7.24.22_ChristopherGialanellaIGStory2.jpg.mov?dl=0
Chris Gialanella	https://www.instagram.com/christophergialanella/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/mc6o7n7umlimrxp/7.24.22_ChristopherGialanellaIGStory3.jpg?dl=0
Chris Gialanella	https://www.instagram.com/christophergialanella/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/ty

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Chris Gialanella	https://www.instagram.com/christophergia/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/g5kjb5qifgk0xuu/7.24.22_ChristopherGialanellaGSStory5.jpg?dl=0
Chris Gialanella	https://www.instagram.com/christophergia/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/ffbe0j6765uzgzt/7.24.22_ChristopherGialanellaGSStory6.jpg?dl=0
Chris Gialanella	https://www.instagram.com/christophergia/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/pfaudtndn2wa89n/7.24.22_ChristopherGialanellaIGStory7.jpg?dl=0
Chris Gialanella	https://www.instagram.com/christophergia/	Instagram Story	26,980	7/24/22	https://www.dropbox.com/s/zch2ueiw3lkz980/7.24.22_ChristopherGialanellaGSStory8.jpg?dl=0

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Chris Gialanella	https://www.instagram.com/christophergia/	Instagram Post	26,980	7/24/22	https://www.instagram.com/p/CgZ8kQLPa7b/
Kent Speakman	https://www.instagram.com/kentspeakman/	Instagram Post	18,755	7/24/22	https://www.instagram.com/p/CgaKtX1qULf/
Kent Speakman	https://www.instagram.com/kentspeakman/	Instagram Story	18,755	7/24/22	https://www.dropbox.com/s/xhvs0eq28nosp9s/7.24.22_KentSpeakmanIGStory1.jpg?dl=0
Kent Speakman	https://www.instagram.com/kentspeakman/	Instagram Story	18,755	7/24/22	https://www.dropbox.com/s/r07q5zfq51u3kal/7.24.22_KentSpeakmanIGStory2.mov?dl=0
Style & Society	https://www.instagram.com/styleandsociety/	Instagram Post	36,432	7/24/22	https://www.instagram.com/p/CgaPaJmv3aY/