

### **The Latin Experience Goes Mainstream**

(NAPSA)—In recent years, Latin music and cuisine have become staples of mainstream American culture. One look at the pop music charts—or a quick glance at the menu of many restaurants—bears out the explosive appeal of “all things Latin.”



**Performers and songwriters are helping introduce the public to “the Latin experience.”**

As a way to bring the Latin experience to more of the general public, Sauza Tequila has created Sauza After Hours, a series of Latin experience events that combine music, food and tequila tasting. The events are designed to bring emerging and established Latin performers and songwriters to the attention of both the general public and the music industry. The events will also spotlight Sauza Tequila’s new ultra-premium lineup—Tres Generaciones Plata and Añejo tequilas.

As part of the Sauza After Hours experience, top established and emerging Latin artists and bands will perform in their home cities. The series will travel to many of the nation’s most vibrant music communities.

For additional information on Sauza After Hours and Sauza Tequila’s Tres Generaciones Plata and Añejo, visit [Sauzatequila.com](http://Sauzatequila.com).