



## **DON JULIO NON-ALCOHOLIC CARBONATED BEVERAGES HONOUR MEXICO'S ICONIC DAY OF THE DEAD IN INDIA**

**03rd November, 2025, India:** Don Julio Non-Alcoholic Carbonated Beverages brought the spirit of Día de los Muertos (Day of the Dead) to India through immersive celebrations across the country. Building on last year's momentum, the brand continued to expand its commemoration of this iconic Mexican tradition. The Day of the Dead, a joyful tribute to life, is a time when families and friends come together to remember those who have passed, honouring their stories through music, food, and art. Drawing from its deep Mexican roots, the brand observed the day in its true spirit through experiences that were both soulful and festive.

### **A Larger-Than-Life Tribute**

At Mumbai's Carter Road promenade, Don Julio Non-Alcoholic Carbonated Beverages unveiled a striking Catrina installation, paying a larger-than-life ode to the heart of Día de los Muertos. The installation features two majestic figures dressed in Mexican attire, surrounded by glowing candles that symbolise remembrance and festivity. Set against the backdrop of the Arabian Sea, the Catrina stands as a beacon of joy, vibrance, and culture – inviting visitors to pause, reflect, and experience the beauty of Mexico's most beloved tradition.

### **A Taste Of Mexico**

The brand also collaborated with two cafés, Lavonne and Mag St., to bring a slice of Mexico to Mumbai and Bangalore. Together, they introduced a special Mexican delicacy: the traditional Pan de Muerto or "Bread of the Dead." Crafted by celebrated chefs from each café, the limited-edition sweet bread captured the essence of Mexico's culinary heritage, blending authentic flavours with a touch of local artistry.

### **An Ode to Memory and Melody**

The festivities also included a grand, star-studded gathering at Mumbai's iconic Mukesh Mills, where the historic venue was transformed into a stunning showcase of Día de los Muertos.

Surrounded by traditional holiday elements such as cascades of marigolds, and glowing candles, the space was illuminated with projections and a captivating parade that brought the Mexican spirit to life. The traditional ofrenda was brought to life by celebrated Mexican artist Lourdes Villagómez, known for her vivid hues and geometric forms. Her installation serves as a bridge between worlds, while capturing the spirit of the festival.

Across the venue, the bar experience was curated by Lair from Delhi, widely regarded as India's number one bar and Bar Paradox from Mumbai, the innovative cocktail outpost from the team behind Masque. Both teams crafted contemporary yet experimental cocktails, bringing a passionate, artful approach to the drinks. The evening unfolded with electrifying performances by renowned German DJ Stephan Bodzin and India's very own Bullseye, blending global beats with high energy. Across other cities, the brand extended the revelry through intimate editions at local pubs and bars, creating immersive spaces that reflected the essence of Mexico's most spirited tradition. The event saw the presence of leading Indian celebrities like Orry, Rhea Kapoor, Pulkit Samrat, Alaviaa Jafferey among others.

Commenting on the occasion, Ruchira Jaitly, Chief Marketing Officer, Diageo India, said, "Día de los Muertos is a tradition that beautifully captures the values of love, legacy, and togetherness. Don Julio Non-Alcoholic Carbonated Grapefruit Soda is guided by our Por Amor philosophy, created out of passion to add to the spirit of this celebration in India. By bringing this cultural moment to India, we also hope to foster meaningful experiences that celebrate life, honour memory, and embrace the bonds that continue to inspire us. It's a reminder that no matter where we are, the spirit of celebration has the power to bring people together."

Uniting both cultures in a heartfelt tribute to life and remembrance, the brand aims to continue introducing India to the rich heritage of Mexico and its vibrant traditions - creating more occasions that bring people together in shared joy and connection. Patrons can continue to experience the festivities at select bars, across the country, until 9th November, 2025.