



Bringing the Spirit of Modern Mexico to India: Don Julio Appoints Israel Barón as its first Brand Ambassador for Don Julio from Mexico in India

New Delhi, August 2026: Don Julio, Diageo India's luxury tequila brand, announces the appointment of Israel "Isra" Barón as its first Brand Ambassador from Mexico in India, marking a significant milestone in the brand's journey as it continues to deepen tequila appreciation and elevate cocktail culture across the country.

Originally from Mexico and widely regarded as one of the country's most accomplished bartenders, Isra joins Don Julio India at a pivotal moment as the brand strengthens its presence among a new generation of consumers seeking authentic luxury experiences rooted in craftsmanship, culture and storytelling.

As Don Julio's first Brand Ambassador from Mexico in India, Isra brings globally recognised expertise and a deep passion for tequila to the role. A World Class Mexico Champion 2023, he made history as the first Mexican and Latin American competitor to finish among the Top 3 globally at the prestigious World Class competition. Throughout his career, he has collaborated closely with Don Julio across international guest shifts, educational programmes and cocktail experiences, including serving bespoke Don Julio cocktails at the 96th Academy Awards Governors Ball alongside acclaimed mixologist Charles Joly.

In his new role, Isra will champion tequila category creation through advocacy while celebrating the craftsmanship, heritage and hospitality that define Don Julio. Through immersive experiences, authentic storytelling and meaningful collaborations, he will bring Indian audiences closer to Mexican tequila culture while helping put bars and tequila-led cocktail culture at the forefront of India's evolving premium drinking landscape. Drawing on his expertise in tequila craftsmanship, premium spirits and global cocktail culture, Isra will inspire bartenders, elevate consumer experiences, and bring the spirit of Modern Mexico to life.

Commenting on the announcement, Anchal Kaushal, VP, Customer Marketing, Diageo India, said:

"Don Julio has always stood for authenticity, craftsmanship and the spirit of Mexico. Isra's appointment as our first Brand Ambassador from Mexico in India marks an exciting milestone in our journey to elevate tequila culture in the country. His expertise and passion for the category will help drive greater awareness, celebrate the spirit of Modern Mexico, and create elevated consumer experiences through cocktails, bartending advocacy and immersive brand experiences. We believe his presence will inspire both consumers and the bar community to discover Don Julio in a more meaningful way."

Speaking on his appointment, Israel “Isra” Barón, International Brand Ambassador, Don Julio India, said:

"For me, tequila has always been much more than a spirit—it is a reflection of Mexican culture, craftsmanship and hospitality. Every bottle tells the story of the people, traditions and passion behind it. Joining Don Julio in India is an incredible opportunity to share that story with a market that is increasingly embracing premium experiences and a vibrant cocktail culture. I look forward to showcasing tequila's versatility through exceptional cocktails, celebrating the artistry behind every serve, and creating meaningful experiences that bring the spirit of Modern Mexico to life."

Looking Ahead

More than a new appointment, Isra's arrival reflects Don Julio's long-term vision for India—building a deeper appreciation for authentic tequila through culture, craftsmanship and meaningful experiences. As the brand continues to strengthen its presence in the market, it remains committed to bringing the spirit of modern Mexico to life in ways that are immersive, distinctive and unmistakably Don Julio.