

AMI Group and Socorro shake up IFSA with tequila happy hour



The Socorro cocktail at the AMI Group booth

[AMI Group](#) and [Socorro](#) brought a spirited twist to the [IFSA Global EXPO](#) show floor last week, welcoming invited guests and partners for cocktails, conversation and what Julianne Kennedy, Senior Manager, New World Wine at AMI Group, called “a little creative mischief.”

Held September 9 from 2 p.m. to 5 p.m. at the AMI Group booth, the happy hour put Socorro’s 100 percent pure agave Tequila Blanco at the heart of a creative cocktail lineup. The gathering gave attendees an opportunity to unwind between while getting a taste of the companies’ collaboration.

“Events like this give us a chance to introduce our partners in a way that is engaging and memorable,” Kennedy tells *PAX International*. “The Socorro team brought plenty of energy and creativity to the booth. Their cocktails were a great conversation starter and added a lively new flavor to the show floor.”

With bold flavors on the menu and industry connections in the mix, AMI Group and Socorro served up a reminder that hospitality is as much about bringing people together as it is about what is in the glass.

Find images from the event below:





