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TEQUILARACK™ Brands Are Featured at DC's Newly Opened Restaurant, MASA14

October 22, 2009, Centreville, VA. TEQUILARACK™, owned by International Tasting Group (ITG), the U.S. importer of six 100% Agave Micro Tequila brands, is please to announce that all of its brands including Arette Unique, Don Celso, El Caudillo, El Destilador, El Llano and Penacho Azteca, are now being featured by the bottle at Washington's hottest new restaurant, Masa14. Masa14's bar manager, Ivan Iricanan was quoted as saying, "These sexy little bottles are perfect for serving to tables of 4 to 6 people." TEQUILARACK™ looks forward to a long and mutually beneficial relationship with Masa14.

MORE ABOUT TEQUILARACK™

TEQUILARACK™ is a platform that allows consumers to taste, compare and enjoy a selection of Micro Tequila brands. Each brand is made in extremely small batches by family run distilleries. TEQUILARACK™ affords consumers a wide-range of taste profiles to compare. This platform is designed to coincide with the continued strong growth of the super-premium Tequila market and the growing popularity of tasting flights as menu items. . A Tasting Rack display for on-premise bars and restaurants is available and currently in the trade. The Tasting Rack display accommodates three TEQUILARACK™ brands to be sold as a tasting flight set or for bottle service. TEQUILARACK™'s innovative and interactive website, www.TequilaRack.com is integral to its goal of building and educating a community of Tequila Aficionados. Through the website, designed by

FATHOM (www.fathom.net), TEQUILARACK™ hopes to connect with the ever-emerging subculture of foodies who appreciate finer tastes and new ways to expand their love of gourmet spirits.

MORE ABOUT Masa14

Masa14, (www.Masa14.com) located just north of Logan Circle at 1825 14th St., NW between S and T, opened its doors on October 12th. This beautiful new 5000 square foot restaurant considers itself a neighborhood establishment serving Latin and Asian small plates. Masa14's 65 foot bar is the largest Tequila bar in the Washington, DC area. One of the restaurant's principals is renowned Chef Richard Sandoval of Zengo, Isla, La Sandia and several other internationally acclaimed restaurants. His partner is Chef Kazuhiro "Kaz" Okochi of Kaz Sushi Bistro.

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