



Upcoming Concert Brings Founder of Voodoo Tiki Tequila Back to the Celebrity Inspiration for His Company

Tour featuring old rivals leads to new rivalry.

Boca Raton, FL, June 07, 2006 --(PR.com)-- The last time Van Halen front man Sammy Hagar passed through Florida, little did he know he would be performing his way to a competitor in the billion dollar tequila industry. Hagar is the celebrity behind the wildly successful Cabo Wabo brand of tequilas. His tequila is featured in restaurants across the country and around the world, especially in his Cabo San Lucas bar - the Cabo Wabo Cantina.

In 2002 Hagar took a break from the Cabo Wabo Cantina and did the unthinkable. He teamed up with arch enemy and co-ex Van Halen front man David Lee Roth. After years of bickering, grandstanding and wise remarks the two toured the US as the Sammy and Dave Show. The ultimate Van Halen rivals on stage together.

Seems only fitting that the stage was set for what would happen next. Florida entrepreneur, John Taddeo was at the concert in Coral Sky Amphitheater (now called the Sound Advice Amphitheater). He had great tickets-stage seats, which for the Sammy part of the show placed Taddeo and his wife on stage in a set up similar to a tequila bar. During Sammy's "Why Can't This Be Love" John began to sing to his wife, Donna. Sammy took notice and put a microphone in John's face, let him sing the verse, then joined him with an arm around his neck to finish with the chorus.

"I had a chance to be a rock star for 15 seconds. I could see out over the entire crowd, I was up on the jumbo-tron. Looking out over thousands of people and huge inflatable bottles of Cabo Wabo I had an epiphany," Taddeo reports.

But while most guys would dream of becoming a rock star, the consummate entrepreneur, Taddeo came to a different conclusion, "I need my own brand of tequila!"

The next day Taddeo and his wife were on a plane to Guadalajara Mexico. No Connections, no business leads, not even a hotel reservation. Neither John nor his wife speak Spanish. In one week Taddeo was back in the US with the contracts, designs and production in place. The brand would be magical themed, Sweet Jalisco Highlands tequila that Taddeo named Voodoo Tiki Tequila (www.VoodooTiki.com). It is available in Anejo, Silver, Reposado and ten fruit and exotic flavors including Prickly Pear, Lime and Blue Kiwi.

So does Taddeo feel guilty that the massive demand for Voodoo Tiki Tequila might crimp his inspiration's Cabo brand?

"Voodoo Tiki Tequila is a boutique brand," said Taddeo. "It's a very special, super-premium brand. Voodoo Tiki Tequila doesn't show up as a blip on Cabo Wabo Sales charts."



“ . . .for now,” he adds.

So for now Cabo Wabo remains firmly the undisputed sales leader, and Sammy's back on stage at the Sound Advice Amphitheatre, West Palm Beach, Florida on Friday, June 16, 2006. We only wonder what will happen if Taddeo gets on stage again!

Perhaps a giant bar in Cabos San Lucas?

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About Voodoo Tiki

Based in Boca Raton, Florida, Voodoo Tiki offers a full range of high-concept, high-quality tequila blends each made from 100% Blue Agave plants aged anywhere from 8-12 years, and bottled in Mexico as set forth by Mexican Law. The Tequila Factory is located in Anrandas, Mexico, in the state of Jalisco, Mexico and the Corporate headquarters are in Boca Raton, Florida. Voodoo Tiki offers tequilas that suit every need and taste, from the occasional tequila drinker to hard-core traditionalists and connoisseurs. First to offer ten flavor-infused tequilas including Prickly Pear, Lime and Blue Kiwi. The company can be reached via toll-free telephone at 1-VoodooTiki (866-366-8454), via email at VoodooTikiPR@aol.com or through its Web site at www.voodooTiki.com



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