



KENDALL JENNER HOSTS 818 TEQUILA DUBAI LAUNCH PARTY AT THE NEW ATLANTIS THE ROYAL'S CLOUD 22 SKYPOOL

*Atlantis the Royal's exclusive Grand Reveal Weekend celebrates Kendall's award-winning
818 Tequila launch into the region*

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DUBAI, United Arab Emirates – 23.01.23 – Last night, Kendall Jenner celebrated the launch of her 818 Tequila brand in the UAE, with a star-studded event at Atlantis The Royal's Cloud 22 Skypool. One of the curated events during Atlantis The Royal's exclusive Grand Reveal Weekend, celebrity attendees and special guests including Amir Khan, Chanel Ayan, Ronan Keating, and Millie Mackintosh joined Kendall above the clouds.

Kendall Jenner partnered with Dubai's newest ultra-luxury entertainment resort to introduce her award-winning 818 Tequila to the region. After the events of this weekend, all four expressions of 818 Tequila – 818 Blanco, Reposado, Añejo, and Eight Reserve by 818 – will be available across the region. Toasting to the launch next to a life-size statue of the ultra-premium Añejo Reserve, Eight Reserve by 818, Kendall said, 'We're thrilled to be bringing our award-winning 818 Tequila to Dubai and kicking off with such a beautiful celebration at the stunning new Atlantis The Royal'.

400 guests were invited to join Kendall and friends at the exclusive soiree at the resort's stunning skypool experience. Located on the 22nd floor and offering panoramic views of the Arabian Gulf and Palm Island, Cloud 22 is set to be one of the most luxurious sky pools in the world. Soaring 96 meters above The Palm and spanning 90 meters in length, Cloud 22 features an endless infinity pool with swim up bar and floating beds, 14 air conditioned cabanas with private plunge pool and a two-storey VVIP cabana – which comes with a private pool and floating infinity pool on the second storey.

Named after Kendall Jenner's home area code in Calabasas, California, 818 Tequila is a brand that embodies magical moments spent sipping tequila among family and friends. Since launching in the US in May 2021, 818 has won 32 blind tasting awards across 11 major industry competitions. The event at Atlantis Royal marks the launch of 818 in The United Arab Emirates, where they will be distributed by



African & Eastern, and will be available at Atlantis the Royal, Atlantis, the Palm, and African & Eastern retailers starting today.

The 818 launch is just one of a host of star-studded events taking place at Atlantis The Royal over the weekend as the resort opens to guests for the first time after eight years in the making. For those looking for the newest ultra-luxury travel experience in Dubai, the resort is open for booking and welcoming guests from February.

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818 Tequila

Founded by Kendall Jenner, 818 Tequila is an award-winning, hand-crafted tequila brand. Produced using traditional methods in Jalisco, Mexico at a family-owned-and-operated distillery, the brand has won 32 blind tasting awards across 11 major industry competitions, including Best Reposado Tequila from the World Tequila Awards, Platinum Award from the SIP Awards, Chairman's Trophy from the Ultimate Spirits Challenge, Triple Gold from the MicroLiquor Spirit Awards, Top 100 Spirits from the Ultimate Spirits Challenge, and Innovation Award from the SIP Awards.

From its 1% for the Planet giveback, to partnering with S.A.C.R.E.D. – a nonprofit that supports Mexican communities where heritage agave spirits are made – and to working with local, family-owned businesses in Jalisco, Mexico and sustainable suppliers, 818 Tequila embodies an emerging consumer ethos.

Sustainably produced from one hundred percent Weber Blue agaves, 818 Tequila features three variations – a Blanco, Reposado and Añejo. Most recently, 818 reached another milestone with their release of Eight Reserve by



818 – an ultra premium Añejo Reserve. This officially expands 818's portfolio into the ultra premium Tequila category. For more information, follow @drink818 on Instagram or visit drink818.com.

About Atlantis The Royal

The new iconic landmark of Dubai, Atlantis The Royal welcomes guests to an experience that will completely redefine their perspective of luxury. Crafted by the world's leading designers, architects and artists, this is a destination where everything has been designed to challenge the boundaries of imagination. Atlantis The Royal ignites the horizon with a collection of 795 elegant Rooms, Suites and Signature Penthouses. Featuring stunning views of the Dubai skyline and Arabian Sea, 44 of them have private infinity pools. The resort delivers a curated array of awe-inspiring experiences, inviting guests to swim amongst the clouds in sky pools, be dazzled by fountains that breathe fire or dine at more celebrity chef restaurants than anywhere else in the world. Guests are taken on a journey of the impossible, with artful masterpieces, iconic entertainment and beautiful craftsmanship at every turn, where the highest level of service will set a new standard in excellence.

Atlantis The Royal is the place where something incredible happens at every moment.

This is Atlantis The Royal.

This Is It.

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