

Tres Generaciones drink of choice for hustlers throughout the generations.

By **Julia Peterson** - October 7, 2023



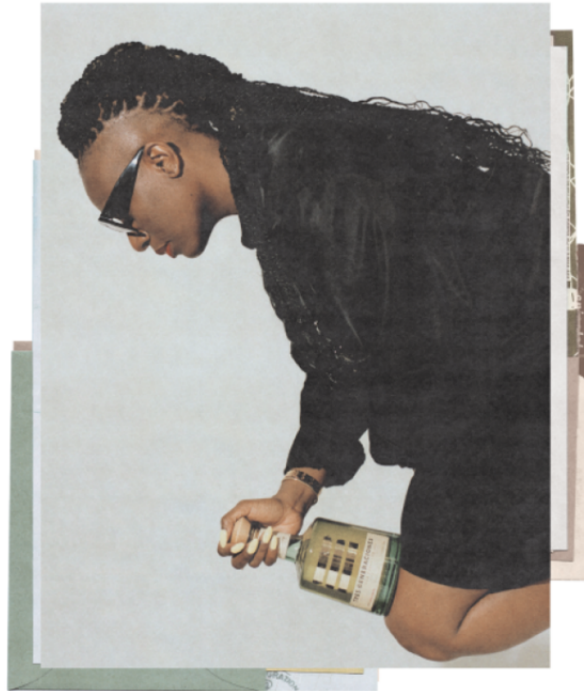
Tres Generaciones bottles (C) featured / (Photo: Generaciones)

By Julia Peterson

Los Angeles, CA (The Hollywood Times) 10/07/2023- The Sauza family started their tequila brand in 1873. Their perseverance throughout the generations created a brand as strong as their tequila. Tres Generaciones was born in 1973, designed by Don Francisco Javier Sauza, who tied the two previous generations started by his grandfather and father. Tres Generaciones is the definition of history in a bottle—captured, preserved, and finally shared. The bottle comes with a signature three stripes representing the legacy of the three Dons who came before and established a legacy that future generations can

enjoy today.

Tres Generaciones collaborated with musicians, journalists, and creatives who share characteristics that the brand represents, such as the will to preserve and always get up. These are individuals who have fought and won. They were not afraid to fail twice and get up Tres.



Sam Selolwane (C) (Photo: Shana Trajanoska)

Sam Selolwane, the current head of promotion at RCA Records, has spent twenty years in the music industry shaping and paving the way. Speaking to Selolwane was a privilege, as she gave me an inside look into her history. I asked what it takes to persevere for 20 years in the music industry as a black woman and come out on top. She replied, "God first, and on top of that, it takes patience, focus, hard work, a passion for self, knowing yourself, and acknowledging what you don't know and learning from everybody else." Selolwane went on to talk about how the industry has changed since she started her career twenty years ago for women in the music industry. She noted that there are more women sitting at the top positions that were only held by men when she began. Of course, there are still ways to go, but there has been a shift in recent years that

women like Selolwane are contributors to. Despite being in the industry for so long, there are many artists that she has helped get on the radio, such as T-Pain, SZA, and Doja Cat, for example. When asked which artist or song is worth fighting for, she quickly responded that "Every artist that gets signed is worth fighting for!"

During our interview, I was surprised to learn that Sam Selolwane does not drink. This was humorous to me considering the brand, but then she told me how she loved the story of the Three Dons and the spirit of perseverance which the brand is rooted in: "Failed twice, get up Tres," which resonated with her life story. "If you're not making any mistakes, you're not making enough decisions." Sam Selolwane's incredible journey extends as she mentors young women in the industry, continuing the legacy to new generations.

Letty Peniche (C) (Photo: Ethan White)

Letty Peniche is one of the most respected hip-hop experts and radio hosts in the industry. She knew she wanted to be on the radio at a very young age, and mixing her love for hip-hop at the time gave her an early passion for a future career. It was a delightful experience to interview Peniche for her collaboration with Tres Generaciones.

Peniche's personality jumps through mediums and makes you feel like you're interacting with a friend. Peniche has extensive experience in Los Angeles hip-hop culture, so I asked her if she is excited about the current generation of hip-hop artists. "I am. I've been into hip-hop. What is exciting to me is the girls! The girls are taking center stage." Hip-hop was dominated for a long time by men, so seeing and hearing these current female artists being the new normal or most popular on the radio is a drastic change from what was in the past. As a woman and especially a woman of color in the industry, Peniche had to work twice as hard for half as much as a man (white) in the same industry as her. People typecast and put you in a box, but she had a passion and love for what she did, so working hard was not an issue. I asked, what about this brand and campaign spoke specifically to you? She noted that when the brand reached out to her, she knew the brand because it's been in her family forever, and they grew up drinking Tres Generaciones. She didn't have to be sold on the brand because she drinks it and loves the theme of perseverance. She mentioned her mom's struggles and how she struggled in pursuit of her own career. It spoke to her because of the family ties with tequila. "My grandmother drank it, my mom drank it, and I drink it; that's three generations right there." Letty Peniche's favorite of the Tres Generaciones is the Tequila Plata, which has silver stripes on it. "I love taking shots. If I am drinking tequila, I'm taking it straight." She states that it has a citrus taste to it, like it's mixed, so it's not as bad going down. When asked what gets you through setbacks, she responded with, "There have been lots of setbacks, and I go back to hip-hop music, like those who go to their bible. It's more about how I respond to the setbacks versus the actual obstacles." She escapes to music with a set playlist that helps encourage her as well as being able to get outside her inner circle. As we all know, music is very therapeutic and it definitely saves lives because without it, I don't know if I would even be a writer today. I obviously could not end that interview without finding out from the expert herself what her current favorite artist is, which happened to be Kendrick Lamar. "He is a go-to because he makes important music that is hot forever."

Tres Generaciones: A drink for the hustlers who know that in life, you may fail twice, but no matter what, you always must get up Tres.

Julia Peterson

<http://www.thehollywoodtimes.today>

Julia Peterson is a 23 year old, Ghanaian-American writer who graduated from Southern New University with a Bachelor degree in Communications with a focus in Public Relations. She is passionate about writing about things that make people laugh and connect. Always focused on pushing to learn and understand.

STAT COUNTER