vinetur

Titans Name La Pulga Their Official Tequila Partner in a Multi-Year Deal

The sponsorship begins this season with a limited-edition 2026 bottle honoring Nissan Stadium’s final year before the move.

Tuesday, October 6, 2026


2026
LIMITED EDITION
LA PULGA
HECHO EN MÉXICO
La Pulga
TENNESSEE
TITANS
FAREWELL SEASON
TEQUILA BLANCO
100% PURO AGAVE
OFFICIAL TEQUILA PARTNER OF
THE TENNESSEE TITANS
2026 LIMITED EDITION

The Tennessee Titans and La Pulga Tequila announced Tuesday that the spirits company has become the NFL team's official tequila partner under a new multi-year agreement that begins this season and is set to continue when the franchise moves into its new stadium.

The partnership arrives during what the team and company described as the final season at the current Nissan Stadium in Nashville. To mark that milestone and launch the agreement, La Pulga is releasing a limited-edition 2026 "Farewell Season" bottle tied to the Titans and the stadium's closing year.

According to the announcement, La Pulga will have a visible presence throughout Nissan Stadium during the 2026 season through branded activations, specialty drinks and other fan-facing promotions. The company said its tequila will be served at bars across the stadium and featured in cocktails including the "La Pulga Titan-Rita" and the "La Pulga Blue Paloma Storm." The brand also said it plans to take part in selected Titans events and other initiatives outside regular game days.

The commemorative bottle will be filled with La Pulga's tequila blanco and will carry the official Farewell Season logo along with the brand's signature medallion. The company said it is being positioned as a collectible for Titans fans during the last season at the current venue.

La Pulga said the bottle will be sold while supplies last at selected retailers, bars and restaurants across Tennessee. A limited number will also be offered through the company's website for buyers in eligible shipping markets outside the state. The company noted that under Tennessee law, online purchases for delivery within Tennessee must be completed through a Tennessee-based retailer.

Neither the Titans nor La Pulga disclosed financial terms of the agreement.

In the announcement, Stephen Slaughter, a co-founder of La Pulga Spirits, said the company saw the Titans as a natural partner as it looked to expand its presence in Tennessee. He said Nissan Stadium has long served as a gathering place for sports, concerts and other events and described the final season there as a fitting point to begin the relationship.

Adam Nuse, the Titans' chief revenue officer, said in the release that the team expects the partnership to become part of the game-day experience for fans, both at the stadium and through the limited-edition bottle sold in stores and restaurants.

The agreement reflects the continued growth of alcohol sponsorships in professional sports, where teams increasingly use exclusive partnerships to create branded experiences inside stadiums and build new retail tie-ins outside them. For the Titans, the deal also connects a sponsor launch to a specific point in franchise history, with the current Nissan Stadium nearing the end of its run before the team transitions to a new home.

La Pulga described Tennessee as an increasingly important market for the brand. The company is based in Fort Worth, Texas, and was founded by Andrew De La Torre, Sarah Castillo and Slaughter. In its announcement, the company said its tequila is made from 100% Blue Weber agave grown in the Highlands of Jalisco, Mexico.

The La Pulga portfolio includes blanco, reposado and añejo tequilas, along with higher-proof expressions, mezcal, sotol and limited-edition products. The company said each bottle in its line uses the same general packaging style, including a cork closure and a keepsake medallion.

The Titans did not provide additional details Tuesday about where, specifically, the La Pulga products will be sold inside Nissan Stadium or whether the partnership will expand to include premium seating areas, suites or broader hospitality programming in the new stadium. The announcement also did not say how many Farewell Season bottles will be produced.

The current Nissan Stadium has been the Titans' home since 1999 and has hosted NFL games, concerts and other major events in Nashville. The new partnership uses that backdrop as a central part of its rollout, tying a consumer product launch to the stadium's final season and the team's broader transition into its next venue.

For La Pulga, the agreement offers direct exposure to a large sports audience and a foothold in one of the NFL's most visible local event environments. For the Titans, it adds another corporate partner at a time when teams across the league are expanding

sponsorship categories tied to food, beverage and fan entertainment.

The release did not say when the Farewell Season bottle would first appear at retail locations, only that it would be available during the season while supplies last. The company directed customers to its website for more information about product availability and eligible shipping markets.