



**HOLD MY SPICY MARG - CROWN PERTH TO OPEN AUSTRALIA'S FIRST
PERMANENT DON JULIO 1942 TEQUILA BAR**

[LINK TO IMAGES](#)

15 September 2026: On September 25, Crown Perth will unlock the doors on its newest hidden bar **42 by Don Julio**, ready to be discovered by lovers of premium tequila, music and nightlife.

Set to become Australia's first permanent branded bar featuring Don Julio 1942 tequila, the intimate space will be Perth's most luxurious secret space.

Located in an exclusive space within TWR at Crown Towers Perth, the intimate 35-seat venue will offer guests a unique tequila experience inspired by one of the world's most premium spirits.

From 25 September, guests who can find Perth's hottest new destination can enjoy elevated tequila cocktails created by some of the world's top mixologists and an elevated small bites menu, including a bespoke 42 caviar experience, tuna tostadas and wagyu empanadas. The experience will combine hip lounge tunes with the intimate and sophisticated surrounds of a custom-built nightlife venue.

Crown Perth CEO Brian Pereira said the venue is unmatched in Perth.

"This is a venue where nightlife meets premium drinks and music and gives our guests not just another reason to visit, but another reason to stay a bit longer and explore something not available anywhere else."

"As we continue to evolve our food and beverage experiences, this venue further reinforces Crown's position in Perth as a leading premium hospitality and entertainment destination, delivering unforgettable experiences."

Diageo Marketing & Innovation Director Sarah Shimmons said, "Don Julio 1942 has become part of some of the world's most memorable celebrations, from intimate moments through to landmark occasions."

"To launch this experience at Crown Perth, a destination renowned for delivering luxury experiences, makes this an incredibly special milestone for us."

Named after the year founder Don Julio González began his tequila-making journey, Don Julio 1942 has become synonymous with luxury celebrations around the globe. The tequila is produced in small batches and aged for a minimum of two and a half years, earning a reputation as one of the category's most sought-after expressions.

Further details including opening hours and menus can be found here [42 by Don Julio - Crown Perth](#).

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ABOUT CROWN PERTH

Crown Perth opened its doors in 1985 and has grown to become the city's ultimate entertainment destination. Offering unrivalled hotel accommodation, events and conferencing, dining and entertainment, the resort draws more than seven million guests each year.

Located on the banks of the Derbal Yerrigan (The Swan River), Crown Perth is Western Australia's only fully integrated entertainment resort and the state's largest single site private employer with more than 5,000 team members.

Offering almost 1,200 rooms across three hotels, Crown Perth is also home to Perth's largest and only Forbes-rated luxury hotel, Crown Towers. These luxurious suites overlook the river, the Perth City skyline and Optus Stadium.

Crown Perth's line up of more than 30 restaurants and bars includes Rockpool and world-renowned Nobu. New luxury wine bar Gladstones opened in late 2025, offering a vineyard-to-glass service of some of Western Australia's most iconic and exclusive wines. Opened in early 2026, the Urban Food District features a lively beer garden and premium international food hall featuring diverse venues and cuisines. Brands include internationally recognised Burgers by ES, straight from Las Vegas Tekka Bar and Side Piece Pizza, alongside local cult favourite Saigon Story by Jenny Lam.

In 2027 Crown Towers will also become home to Brasserie Astoria by globally acclaimed Swedish chef Björn Frantzén. Frantzén is the only chef in the world to hold three Michelin stars for three restaurants. Brasserie Astoria will be joined by Khao San Sek by Michelin-recognised and 'World's Best Female Chef' winner 'Chef Pam' Pichaya Soontornyanakij. The modern casual venue will be a vibrant and ingredient-driven restaurant inspired by Chef Pam's Bangkok venue of the same name on Song Wat Road.

The 2300-seat Crown Theatre draws audiences to more than 250 shows annually, from cabaret to musicals and solo artists. Crown is also a destination of choice for more than 1,500 events and conferences each year, delivering some of Perth's finest events spanning gala dinners and black-tie affairs to conferences, breakfasts and exhibitions.

Crown Perth has contributed thousands of training places to the local hospitality network through education and training programs and supports more than 650 local suppliers. For more than a decade, the Crown Resorts Foundation has invested over \$32 million in Western Australian community organisations and initiatives, helping strengthen communities across the State.