

TRADE BUYER'S GUIDE

Agave Spirits



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Agave Expansion



Tequila has seen an astronomical increase in popularity, and consumption habits are as diverse as the category itself. By Caoimhe Hanrahan-Lawrence.

Agave spirits have seen incredible international growth over the last few years, most notably with Tequila. The most prominent growth has been in the US, and as the third highest per capita consumer of Tequila according to the IWSR, Australia is only a few years behind.

Ashleigh Wheeler, Light Spirit Brand Manager, Brown-Forman, explained that the Tequila category has matured over the past few years, and consumers are drinking it in a variety of ways.

“Consumers are discovering the versatility of the liquid. Tequila is no longer just a shot. The Margarita is soaring in popularity and consumers are also starting to drink Tequila mixed with soda and as a sipping spirit too,” she said.

In addition, there has been a general increase in quality across the category, which Andy Kelly, Brand Manager, Iconic Beverages believes has improved the image of agave spirits.

“As premium, high-quality and craft Tequilas have emerged, so has the versatility of the spirit. Cocktail culture has sparked trial with audiences who may have assessed the reputation of agave spirits based on low-quality variants,” he said.

This increase in quality is a positive sign for

Ryan Anderson, Marketing Manager, Vanguard Luxury Brands, as it will draw bigger players into the category.

“The growth of super premium brands and new categories like Cristalino Tequila are already rewarding early Tequila adopters. As the category trends upward, this will encourage big budget brands to invest in consumer awareness and product advocacy,” he said.

Totally Tequila

Cocktails, particularly the Margarita, have been the biggest driver for Tequila growth in Australia. CGA by Nielsen IQ's September Opus Study found that the Margarita was the second most consumed cocktail in the on-premise and has remained in the top three for the last two years. Currently, most growth in Tequila is coming from unaged Tequila Blanco, which Drew Doty, Managing Director, Proof Drinks, attributes to the common usage of Blanco in cocktails.

“We have seen that off-premise consumers are choosing Tequila based on usage. If it is in the cocktail, then it will be the first point they go for. As most cocktails have Blanco as the core ingredient, the sales reflect this as the more popular choice,” he said.

However, aged expressions may increase in popularity as consumer education about the Tequila category continues.

“Consumers are only just learning about Tequila and maintaining a strong reliance on Blanco rather than trading up into Reposado or even Añejo. I believe these aged SKUs will grow over the next few years as more training and awareness is done by brands,” Doty added.

Tanya Mah, Head of Marketing, Amber Beverages Australia, has seen Tequila gain share from several different spirit categories.

“Recent US data says that Tequila is gaining share from vodka, gin and Cognac. The versatility of Tequila allows for a broader drinks strategy with an elevated agave twist,” Mah said.

For Tequila-based RTDs, growth is coming primarily from existing shoppers spending more on the category, but some customers are also switching from light spirit RTDs, seltzers, and premix cocktails. Marisa Murray, Marketing Manager, Brown-Forman, expects to see consumers from a broader variety of categories as Tequila grows.

“As consumers continue to build their understanding of different ways to drink Tequila and we see more brands expand into RTD, it is expected that Tequila will start to attract consumers from broader categories like beer and wine,” she said.

As Tequila continues to grow, so too will the entry points for new consumers, as a Proximo Spirits spokesperson told *National Liquor News*.

“Tequila is this incredibly beautiful and versatile spirit that can entice both light and dark spirit drinkers through its range across a multitude of price points, from entry level all the way up to super luxury. Similar to whiskey and wine, there is a whole premiumisation journey that drinkers are able to embark on as they trial new variants, unique serves and discover the beauty of sipping.”

A broader picture

The US has recently seen increased interest in the diverse category of Mezcal, and Australia could see similar category growth in the next few years. Jose A. Ponce, Director, Artesanal,

sees consumers gravitating towards Mezcal because it is perceived as an authentic and artisanal product.

“As people become more interested in their cocktail ingredients and the quality and origin of spirits they choose to drink, there seems to be a growing interest in genuine, artisanal quality spirits in the market. Mezcal is one of the most exciting categories in the market as it encapsulates a wide array of flavour profiles, which cannot be found in any other white spirit products,” he said.

The variety of agaves used in Mezcal production creates a diverse category, and Cerbaco's NSW State Manager, Emmanuel Condé, believes this will appeal to curious drinkers.

“It's fun and delicious to explore the different regions of production, with the various agave varieties being used. Mezcal from Guerrero made of the Papalote plants is a personal favourite for its bright, tropical flavours,” he said.

Many Mezcals are best sipped neat, as with whisky or Cognac.

What is Tequila?

Tequila is a protected origin spirit and must be made from 100 per cent Blue Weber Agave grown and distilled in Jalisco, Mexico. The core bulb of the agave, called the piña, is removed, baked, and the juice extracted and fermented.

There are six subcategories of Tequila.

Tequila Blanco: This Tequila is aged for a maximum of two months and is clear in colour. Also called Silver or Plata.

Tequila Reposado: This is aged in European or American-made barrels for a minimum of two months to a year.

Tequila Joven: This is a mix of aged and unaged Tequila.

Tequila Añejo: This Tequila is barrel aged for at least a year in American or European barrels.

Tequila Cristalino: This oak-aged Tequila is charcoal filtered to achieve a clear finish like that of Tequila Blanco.

Tequila Rosa: Ageing in ex-red wine barrels gives this Tequila a pink tinge.





“Consumers are discovering the versatility of the liquid. Tequila is no longer just a shot. The Margarita is soaring in popularity and consumers are also starting to drink Tequila mixed with soda and as a sipping spirit too.” – Ashleigh Wheeler, Light Spirit Brand Manager, Brown-Forman

“The Mezcal category is often treasured by people who enjoy sipping and savouring spirits in small quantities. Premium agave distillates will often provide organic sweetness, full mouthfeels and long and complex aftertaste lasting longer than five seconds,” Ponce said.

Despite the category’s potential, Nick Chappell, Co-Founder and Managing Director Compa Drinks Co., believes that significant Mezcal growth is still a few years away.

“A lot of education needs to happen around Mezcal, and right now it’s mostly waiting for Tequila to really take hold. If you look at the growth in the US for Mezcal, it has come off the back of that five-to-seven-year boom for Tequila.

“A lot of places expanded their Mezcal range at the same time as they expanded their Tequila range. What they found is that most people are still trying to understand Tequila and get to know it outside of the cocktail space. Mezcal is probably two or three years behind that,” he said.

Further expansion

With continued growth projected for the Tequila category, there are several opportunities in the future.

Cristalino, a charcoal-filtered aged Tequila, is growing in

popularity in Mexico and the US, and we may see similar growth in Australia.

“Cristalino-style Tequilas are now the highest selling super premium Tequilas in Mexico, and we have seen volume sales of this new style double in the US since 2020. Its success is really being driven by its appeal to both light and dark spirits drinkers. It’s smooth, it’s flavoursome and it’s versatile,” a Proximo Spirits spokesperson said.

Super premium Tequila is growing in category share, with the IWSR projecting that it will make up 55 per cent of category value and 44 per cent of category volume by 2026.

“Boutique brands have a higher price point, so cost-of-living pressures have stunted category growth a bit. However, a beast of a boom is waiting to happen. Consumers are always looking for something new and exciting, so once pricing regulates and new products hit the market, premium Tequila is going to grow really well,” Chappell said.

Additionally, signposting will remain important in retail spaces, as only half of people buying Tequila in the off-premise are purchasing it to consume themselves, indicating a much higher proportion of gift purchasing than in other categories.

“With little understanding of the category there is a need for easier signposting and education to help shoppers make the best and most relevant choices,” Murray said.

There are also other agave spirit styles from Mexico that may grow in popularity as the Tequila market matures.

“Certainly there is much curiosity among discerning Tequila drinkers to experiment with other distillates like Mezcal, Raicilla, Sotol or destilados de agave. It’s a very personable connection one makes with the spirit from the onset of the first sipping experience,” Ponce said.



THE WORLD'S MOST AWARDED TEQUILA

1800

TEQUILA



To find out more, please contact your Proximo Spirits representative or contact us at info@proximospirits.com



Código Tequila Añejo

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$186
Silver 94 points
Distributor: Pernod Ricard
"Classic, quality Añejo. Complex flavour and aroma. Oak and fruits on the nose, taste of ripe fruits making it smooth and easy to drink."

Estancia Raicilla

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$82
Silver 94 points
Distributor: Agave Lux
"Lime, zest and piney aromas. Beautiful texture and integration of flavours. Easy to sip and screams for a Margarita."

El Cristiano XR (Extra Reposado)

Region: Los Altos, Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$160
Silver 93 points
Distributor: Agave Lux
"Amber in colour, caramel sweetness on the nose, and subtle caramel taste with notes of oak."

Tequila Herradura Reposado

Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$466.97 for six bottles
Silver 93 points
Distributor: Brown-Forman
"Fruity and complex. Ripe apple and fruits on the nose, with a taste of apples and baked cinnamon, rich and creamy."

The Lost Explorer Tobala Mezcal

Region: Valles Centrale
ABV: 42% **Size:** 700ml
Wholesale price: \$183.86
Silver 93 points
Distributor: Proof Drinks Australia
"Refreshing flavour of herbs, with a round, long taste. Fresh aroma of pine and juniper."

Del Maguery Minero

Region: Oaxaca
ABV: 50% **Size:** 750ml
Wholesale price: \$130
Silver 92 points
Distributor: Pernod Ricard
"Sweetness on the nose and light smoke. Dryness and overripe fruit on the palate, with smoke taking over the finish eventually. The way a Mezcal should be, a well-made bottle of goodness."

Domingo Especial Espadin

Region: Oaxaca
ABV: 50% **Size:** 750ml
Wholesale price: \$88
Silver 92 points
Distributor: Cerbaco
"Lovely smoke and agave balance. Smokey, vegetal aroma, with a smooth, spicy taste."

Altos Margarita Lime

Region: Jalisco
ABV: 4.8% **Size:** 330ml can
Wholesale price: \$108 for a 24-pack
Silver 92 points
Distributor: Pernod Ricard
"Great RTD, good balance of sweet and sour for easy drinking. Would go well by a swimming pool."

The panel

- Anna Postnikova**, Bartender, El Primo Sanchez
- Andy Milne**, Brand Manager, SouthTrade International
- Brian Chase Olson**, Director, Blend Public Relations
- Emma Fogarty**, Independent Consultant
- Geoff Bollom**, Wine Consultant
- James France**, Spirits Consultant and Founder, Vanguard Luxury Brands
- Jim Butcher**, Editor, Mr & Mrs Romance
- Lucas Bucton**, Brand Ambassador, Banks & Solander Distillery
- Mark Dorrell**, CEO, Allied Beverages
- Nick Miles**, Brand Specialist, Pernod Ricard
- Nigel Weisbaum**, National Sales, Old Young's Distillery & Ginging Gin
- Raphael Redant**, Venue Manager, Hickson House Distilling Co



"There is enough variety in this lineup to suit anyone from the novice to the serious Tequila consumer. This segment can only grow."

– Geoff Bollom



FLECHA AZUL
— TEQUILA —



Flecha Azul Tequila now available in Australia through Vanguard Luxury Brands

Contact Chris for more: christopher.lawler@vanguardluxurybrands.com



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Trade Buyer's Guide

Senioro Mezcal Añejo 1 Ano 100% de Agave

Region: Oaxaca
ABV: 40% **Size:** 750ml
Wholesale price: \$102.50
Silver 92 points
Distributor: Iconic Beverages
"Vanilla, pineapple and butterscotch aromas. Very smooth palate and beautifully balanced."

Hot Torque Tequila Añejo

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$100
Silver 91 points
Distributor: HT Imports
"Good amount of spice from the barrel with sweetness on the palate."

The Lost Explorer Espadin Mezcal

Region: Valles Centrales
ABV: 42% **Size:** 700ml
Wholesale price: \$94.55
Silver 91 points
Distributor: Proof Drinks Australia
"Clean, vanilla on the nose. Light smoke and rubber palate with tropical undertones."

Tequila Herradura Plata

Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$440.55 for six bottles
Silver 91 points
Distributor: Brown-Forman
"Subtle tropical notes folded into menthol and white flowers. A very soft, warm style. Great for sipping."

1800 Reposado

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$409 for six bottles

Silver 90 points

Distributor: Proximo Spirits
"Plenty going on without overpowering the spirit. Coconut nose with caramel and oak notes."

Act of Treason

Region: Whitsundays
ABV: 40% **Size:** 700ml
Wholesale price: \$58.83
Silver 90 points
Distributor: Direct (Top Shelf International), Paramount Liquor
"Overall a really clean spirit that lets the agave shine. Tropical fruit, cut grass on the nose backed with a sweet agave ferment. The oily mouthfeel helps build a long, full and smooth finish with citrus notes."

Jose Cuervo Especial Silver

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$311.50 for six bottles
Silver 90 points
Distributor: Proximo Spirits
"Lemon zest and waxy notes on the nose carry through the palate, which is nicely balanced with a clean, peppermint heat. Very smooth finish, with an oily mouthfeel."

Patrón Añejo

Region: Jalisco
ABV: 40% **Size:** 700ml
RRP: \$129.99
Silver 90 points
Distributor: Bacardi-Martini Australia
"Caramel in colour, with caramel and vanilla on the nose, and a smooth, baked agave taste."



"Overall, there was more vanilla and fruit than I'd traditionally expect, and some of the Añejo were bordering on whisk(e)y characteristics."

- Emma Fogarty



What is Mezcal?

Tequila belongs to umbrella category of Mezcal, which covers any spirit made from agave. The word Mezcal originates from the Aztec language Nahuatl phrase "metl izcalli", meaning cooked agave. Mezcal, with a capital "m", refers to the Denomination of Origin spirit limited to the nine states of Oaxaca, Guerrero, Durango, San Luis Potosí, Puebla and Zacatecas.

There are three subcategories of Mezcal.

Mezcal Ancestral: The agave may only be roasted in pit ovens, fermented in wooden tanks, hollowed-out stones or tree trunks, or animal skins, and distilled in fire-heated clay pots.

Mezcal Artesanal: The agave must bake over firewood, ferment in wooden vats, and distil in 300 to 400 litre copper alembic.

Mezcal Ensamble: A blend of Mezcal made from different agave varietals.



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HERRADURA
TEQUILA

OVER
150
YEARS
OF TRADITION

160
AWARDS
SINCE 2006

100%
BLUE
AGAVE

PLEASE DRINK RESPONSIBLY

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“The Añejos would be interesting to try with a chocolate dish, while the Blancos would sing with chips and guacamole.”

– Brian Chase Olson



1800 Silver
Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$387 for six bottles
Bronze 89 points
Distributor: Proximo Spirits
“Earthy and understated. Aromas of pineapple, grass and agave. Very soft, smooth finish. Great for sipping.”

Jose Cuervo Tradicional Reposado
Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$331 for six bottles
Bronze 89 points
Distributor: Proximo Spirits
“A semi-serious but still fun and enjoyable Reposado. Tropical notes folded in nicely with toast, earth and honey notes. Could be a cocktail spirit or a meal finisher.”

Parón Reposado
Region: Jalisco
ABV: 40% **Size:** 700ml
RRP: \$113.99
Bronze 89 points
Distributor: Bacardi-Martini Australia
“Straightforward Reposado. Mandarin and tropical notes on the nose. Light caramel and white pepper on the palate. Fruity, with good bite for mixing and a good base for cocktails.”

Tequila Herradura Legend
Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$848.48 for four bottles
Bronze 89 points
Distributor: Brown-Forman
“Honey and lemon drop aromas with heavy oak and smooth flavour. Very tasty nip with lots of layers to enjoy. A Tequila for the whiskey drinkers.”

Tequila Tromba Añejo
Region: Los Altos, Jalisco (San Augustin)
ABV: 40% **Size:** 750ml
Wholesale price: \$96.36
Bronze 89 points
Distributor: Craft Revolution
“Still quite serious. Agave-forward with subtle vanilla, tropical banana and honey flavour. Would stand out in a cocktail, and great with salsa and guacamole.”

Amaras Verde Momento
Region: Oaxaca
ABV: 42% **Size:** 700ml
Wholesale price: \$73
Bronze 88 points
Distributor: Cerbaco
“Slight burnt, woodsmoke smell, followed with a smoky palate, but very clean.”

Corazon Tequila Añejo
Region: Jalisco
ABV: 40% **Size:** 750ml

Wholesale price: \$66.91
Bronze 88 points
Distributor: SouthTrade International
“Big alcohol punch, very much like a young Scottish whiskey. Banana, coconut, lime, caramel and honey – nice harmony of flavours. Great to sip but would shine in a cocktail.”

Corazon Tequila Blanco
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$58.32
Bronze 88 points
Distributor: SouthTrade International
“Initial sweetness finishing with elderflower and citrus. A great base for a Margarita.”

Domingo Classico Espadin
Region: Oaxaca
ABV: 42% **Size:** 700ml
Wholesale price: \$77
Bronze 88 points
Distributor: Cerbaco
“Smoky and oaky on the nose with a big agave bite on the palate, and finishes very long. Big, bold and whiskey-like.”

Los Sundays Reposado
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$77.82
Bronze 88 points
Distributor: Thirsty Group
“Vanilla and cedar wood on the nose. Lots of vanilla and cream on the palate, with a spicy finish.”

Los Vecinos del Campo Espadin
Region: Oaxaca
ABV: 45% **Size:** 750ml
Wholesale price: \$74.64
Bronze 87 points
Distributor: SouthTrade International
“A rich and creamy, full maturation agave. Smoky with hints of sweetness.”

Batanga Blanco Tequila
Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$67.90
Bronze 86 points
Distributor: Vanguard Luxury Brands
“Well integrated and balanced flavours. The earthiness was a pretty touch to the more broad, mellow base notes.”

Cazcabel Reposado Tequila
Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$64.44
Bronze 86 points
Distributor: Proof Drinks Australia
“Tropical vanilla and cocoa butter creamy nose, with a velvety texture. Subtle heat, a great sipping Tequila.”

Los Sundays Blanco
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$67.78
Bronze 86 points
Distributor: Thirsty Group
“Light, grassy nose. Delicate palate of hay, touch of vanilla with a nice creamy finish. A nice, subtle sipping Blanco, would also stand up in a Margarita.”

Patrón Silver
Region: Jalisco
ABV: 40% **Size:** 700ml
RRP: \$102.99
Bronze 86 points
Distributor: Bacardi-Martini Australia
“Well-balanced, full agave taste. A great Blanco and all-round Tequila for mixing.”

Siempre Tequila Añejo
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$714 for six bottles
Bronze 86 points
Distributor: Essence of Harrogate
“Whiskey-like aromas, with a warming taste of spices and vanilla.”

Del Maguey Vida
Region: Oaxaca
ABV: 42% **Size:** 750ml
Wholesale price: \$85
Bronze 85 points
Distributor: Pernod Ricard
“Layered complexity, a robust, industrial type of smoke. Initial palate of bright citrus, lingering smoke layers and a dry woody finish.”

Derrumbes San Luis Potosi (Salmiana)
Region: San Luis Potosi
ABV: 44.9% **Size:** 700ml
Wholesale price: \$95
Bronze 85 points
Distributor: Agave Lux
“Bright green bell pepper on the nose, lovely and vibrant. Nice sweetness on the palate – kaffir lime leaf, bullhorn pepper and fresh okra. A great example of Mezcal.”



Australian Agave

With the growing interest in agave spirits, Act of Treason provides the market with an Australian-owned, grown, and produced agave spirit. This indicates the market potential for agave spirits produced outside of controlled Denominations of Origin.

Trent Fraser, CEO, Top Shelf International explained the brand's unique appeal to the Australian market.

“Australia's consumption of agave spirits is among the highest per capita in the world. The category is growing year on year but is dominated by Tequila and Mezcal, with limited participation from other regions. We identified an opportunity to expand the category and create a new region for agave right here in Australia.

“We're approaching this as an opportunity to create something new and expand the horizons of a category that has been geographically limited for centuries. In many ways it's no different to the transformation and growth Australian wine underwent three decades ago,” he said.



Flecha Azul Blanco Tequila
Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$87
Bronze 85 points
Distributor: Vanguard Luxury Brands
“Good weight on the palate, silky mouthfeel and texture. Initial nose of an earthy, mulch aroma. Light and peppery opening on first sip, with a subtle sweetness to finish.”

No Do Tequilana Blanco
Region: Zacatecas
ABV: 40% **Size:** 700ml
Wholesale price: \$62.50
Bronze 85 points
Distributor: Agave Lux
“Vanilla, pineapple and nutty flavours, agave-forward.”

Storywood Speyside 7 Tequila
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$78.79
Bronze 85 points
Distributor: Proof Drinks Australia
“Complex and fruity. Strong alcohol aroma, with a taste of fruit and nuts, and a sweet, sugary finish.”

Corazon Tequila Reposado
Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$61.67
Bronze 84 points
Distributor: SouthTrade International
“Blossoming and fragrant nose, orange peel, citrus oils. Initial honey sweetness on palate, followed by quick hit of vanilla, recognisable oak note.”

Trade Buyer's Guide

Tequila Herradura Añejo

Region: Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$507.19 for six bottles
Bronze 84 points
Distributor: Brown-Forman
"Cooked pineapple rind and chamomile on the nose. Nice vegetal note on the palate with a creamy texture. Notes of honey on the finish."

400 Conejos

Region: Oaxaca
ABV: 38% **Size:** 750ml
Wholesale price: \$415 for six bottles
Bronze 83 points
Distributor: Proximo Spirits
"Well balanced with sweetness and hints of earthy body. Plenty of smoke but nuanced and easily mixed into cocktails."

Codigo Reposado

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$115
Bronze 83 points
Distributor: Pernod Ricard
"Beautiful body with no added sweetness, how a Reposado should be. This Reposado stands out and

was super smooth. For sipping or in a cocktail, this is world class."

Hot Torque Tequila Blanco

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$78
Bronze 83 points
Distributor: HT Imports
"Lovely, thick texture, great length and very smooth."

Seniorio Mezcal Joven 100% de Agave

Region: Oaxaca
ABV: 40% **Size:** 750ml
Wholesale price: \$81
Bronze 83 points
Distributor: Iconic Beverages
"Caramel coated candy aroma leads into an initial fairy floss sweetness on the nose, a touch of citrus oils to finish."

Don Fulano Reposado

Region: Los Altos, Jalisco
ABV: 40% **Size:** 700ml
Wholesale price: \$93
Bronze 82 points
Distributor: Cerbaco
"Strong vanilla and peachy apricot aromas. Robust palate with a bit of heat."



Tequila Tromba Cinco Cinco Blanco

Region: Los Altos, Jalisco (San Augustin)
ABV: 55% **Size:** 750ml
Wholesale price: \$97.55
Bronze 82 points
Distributor: Craft Revolution
"Nutty, earthy body with a dry finish."

1800 Cristalino

Region: Jalisco
ABV: 35% **Size:** 700ml
Wholesale price: \$495 for six bottles
Bronze 81 points
Distributor: Proximo Spirits
"Beautiful. Soft nose, and a lot of sweetness on the palate with tastes of cooked agave and honey."

Altos Plata

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$60.98
Bronze 81 points
Distributor: Pernod Ricard
"The nose is sweet, but the body is earthy and spicy."

Batanga Reposado Tequila

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$71
Bronze 81 points
Distributor: Vanguard Luxury Brands
"Well-balanced palate of honey and citrus with an agave sweetness to finish. Solid performer and well made."

Jose Cuervo Especial Reposado

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$311.50 for six bottles
Bronze 81 points
Distributor: Proximo Spirits
"An inviting nose, reminiscent of a herb garden, hint of rosemary. Nice layer of agave, hint of caramel, herbal and slightly spicy punch to the finish."

"It's great to see a big push towards the Tequila and Mezcal trend. It is an undervalued spirit category, and with Australian agave making progress, it's going to be an interesting landscape to see develop in the coming months." – Jim Butcher

OJALÁ Blanco

Region: Jalisco
ABV: 37% **Size:** 700ml
Wholesale price: \$48.98
Bronze 81 points
Distributor: Thirsty Group
"Aromas of vanilla and blossoms. Orange, cinnamon and white pepper on the palate, with a medium finish."

1800 Añejo

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$431 for six bottles
Bronze 80 points
Distributor: Proximo Spirits
"Tannic and woody on the nose. Clove and cedarwood on the front palate, giving way to vegetal notes with a hint of spice. Cooked vegetal notes flow through."

Codigo 1530 Blanco

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$85.34
Bronze 80 points
Distributor: Pernod Ricard
"A true representation of Blanco. Not hiding behind vanilla sweetness and showing good balance of flavours with agave plant shining through. Elegant, yet light on the nose, with a nice hint of spice on the finish."

Codigo 1530 Rosa

Region: Jalisco
ABV: 35% **Size:** 750ml
Wholesale price: \$97.34
Bronze 80 points
Distributor: Pernod Ricard
"Floral and aromatic nose. Soft and pleasant on the palate, just enough to make its presence felt. Well made and a good entry Tequila for new consumers."



Don Fulano Fuerte

Region: Jalisco
ABV: 50% **Size:** 700ml
Wholesale price: \$108
Bronze 80 points
Distributor: Cerbaco
"A unique type of confectionery sweetness on the nose, bright and floral. The typical agave note is quiet until the finish."

Echuca Distillery Smoked Agave Spirit

Region: Echuca, Victoria
ABV: 40% **Size:** 700ml
Wholesale price: \$77
Bronze 80 points
Distributor: Direct, Prime Beverage Solutions
"Fruit-forward tropical notes on the nose. Pineapple, coconut and fruit on the palate with a nice cocoa pepper finish."

El Toro Grano de Café

Region: Jalisco
ABV: 35% **Size:** 700ml
Wholesale price: \$56.50
Bronze 80 points
Distributor: Vok Beverages
"Rich, chocolatey aroma. Coffee beans and mocha on the palate. Very pleasant."

El Toro Clasico Blanco

Region: Jalisco
ABV: 35% **Size:** 700ml
Wholesale price: \$36.92
Bronze 80 points
Distributor: Vok Beverages
"Fresh and complex. Spirit-forward and fruity, with an almost grappa-like smooth taste."

El Toro Grapefruit Paloma

Region: Jalisco
ABV: 4.5% **Size:** 330ml can
Wholesale price: \$16.50 for a four-pack
Bronze 80 points
Distributor: Vok Beverages
"Grapefruit and rosewater on the nose. Pleasant drink and taste, quick simple citrus hit, sweet and bubbly."

Flecha Azul Añejo Tequila

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$120
Bronze 80 points
Distributor: Vanguard Luxury Brands
"Very sweet on the nose and highly drinkable. Sweet vanilla notes."

Flecha Azul Reposado Tequila

Region: Jalisco
ABV: 40% **Size:** 750ml
Wholesale price: \$96
Bronze 80 points
Distributor: Vanguard Luxury Brands
"Vanilla body with spicy notes. Surprisingly sharp and oaky."

Jose Cuervo Tradicional Silver

Region: Jalisco
ABV: 38% **Size:** 700ml
Wholesale price: \$331 for six bottles
Bronze 80 points
Distributor: Proximo Spirits
"Aroma of herbs, wood and insect, with an oily finish and long aftertaste."





Act of Treason is making Australian agave spirits

The all-Australian Agave spirit, Act of Treason Blanco, hit the market in February following the inaugural harvest of the Agave tequilana that has been cultivated in Queensland's Whitsundays.

Top Shelf International CEO Trent Fraser explained the decision behind creating an Australian agave spirit.

"Act of Treason symbolises the pioneering spirit of a project that will create a new region of agave spirit. The Dry Tropics of north Queensland are the ideal place for that to occur," he said.

"Like many other producers, we feel there is an opportunity for agave to be shared with the world and for others to put their distinctive imprint on a category that continues to surge in popularity in Australia and overseas."

Tasting notes describe the spirit as having a nose of citrus and coconut grass, with lots of cooked agave and lime peel. The palate offers sweet, cooked agave, lime peel and cut grass, with a long, savoury agave finish.

Distributor: Top Shelf International

1800's super-premium offering, 1800 Cristalino

From the world's most awarded tequila brand, 1800 Cristalino is the pinnacle of the 1800 range and offers the ultimate Tequila drinking experience as it captures the smoothness of a Blanco with the complexity of an Añejo.

1800 Cristalino is a crystal clear and beautifully layered tequila, merging both the visual and sensory worlds. Packaged in an elegant and eye-catching crystalline bottle, 1800 Cristalino is the perfect addition to capitalise on gifting occasions and elevated cocktail experiences.

Crafted using 1800's 220-year-old Añejo recipe, the liquid is aged in barrels for 16 months, with a secondary ageing in port wine casks, creating a finish that is unique to Cristalino. The liquid is then meticulously filtered to create a crystal clear and smooth Añejo-style Tequila that magnifies the flavour and aromas offered from the barrels, while maintaining the herbal and sweet notes from the agave.

Ideal to savour neat, on the rocks or to elevate the classic Margarita.

Distributor: Proximo Spirits



Flecha Azul is not another celebrity Tequila

Flecha Azul was co-founded in 2020 by Mexican-American entrepreneur Aron Marquez and Mexican-American pro golfer Abraham Ancer, who aspired to create an additive-free, pure, ultra-premium tequila using traditional methods. Actor and entrepreneur Mark Wahlberg later joined as a principal investor, driven by his appreciation for the brand and the quality of Flecha Azul's Tequila.

The liquid is produced by Casa Orendain, a family-owned and operated distillery in the lowlands of Jalisco with a distilling history spanning nearly a century.

There are five SKUs across the Flecha Azul range, with Blanco, Reposado and Añejo making up the core range. This is supplemented by Wahlberg's favourite, Cristalino, and Extra Añejo, which is aged for three years in ex-Bourbon American Oak barrels.

Flecha Azul Tequila is distilled from 100 per cent Blue Weber Agave and is completely additive free. It uses only three ingredients, being the Blue Agave, yeast and volcanic water, enhancing the quality and natural flavours of the liquid. Additive-free Tequila is already a key category segment in the US and is becoming increasingly important in Australia.

The brand expects a boost in the Australian market in the following months as Wahlberg comes Down Under to promote his latest film. In his downtime, Wahlberg will be supporting customer engagement and brand events for Flecha Azul.

Distributor: Vanguard Luxury Brands



Casa Herradura launches ultra-premium tequila

Tequila Herradura Legend, the first of its kind ultra-premium Tequila from Casa Herradura, is an aged Añejo tequila showcasing Herradura's experience in tequila production and barrel making. This is Casa Herradura's first release under the new generation of the brand's female legacy, with Karinna Enriquez Hurtado now in the role of Master Taster.

Tequila Herradura Legend has been crafted from 100 per cent blue weber agave, which has been matured for 12 months in heavily charred, new American White Oak barrels. Casa Herradura produces its own barrels that have been deeply grooved, exposing the tequila to more layers of toasted oak as it ages. In tasting notes, the tequila is described as having an aroma of oak with notes of smokiness and spice, and a palate of dried fruit, citrus, vanilla and sweet roasted agave.

Ashleigh Wheeler, Light Spirit Brand Manager at Brown-Forman, spoke to the unique nature of the spirit.

"At Tequila Herradura, we've been innovating in the tequila category for 150 years, and that continues with the launch of Legend. Legend's one-of-a-kind production process sets it apart from its category competitors. It's an incredibly rich and smooth sipping tequila that we know Aussies will love."

Distributor: Brown-Forman



**DON'T CALL
IT TEQUILA.
IT'S AN ACT
OF TREASON.**



**100% AUSTRALIAN
AGAVE SPIRIT.**

