



TANTEO TEQUILA INTRODUCES NEW ESPERO LABEL FOR THE PREMIUM WELL

Only Distillery Owned by Its Co-Operative of Agave Farmers Offers Bars & Restaurants Hope for Hard Times

NEW YORK (January 1st, 2020) – Tanteo Tequila, the only distillery owned by its cooperative of agave farmers, today announces the launch of a new label: Espero Blanco Tequila. Espero, meaning “I hope” in Spanish, is the only traditionally distilled, 100% Agave Tequila priced for the premium well, offering bars and restaurants a way to cut back on overhead costs without sacrificing quality in a time when they need it most.

Based in Juanacatlán, Mexico, the distillery (NOM 1551) is known for its Tanteo Tequila line of higher proof Blanco and three spicy expressions infused with hand-cut peppers: Jalapeño, Chipotle and Habanero. The success of the Tanteo Tequila line and distillery helped to reinvigorate Juanacatlán’s local economy, with safe, high wage jobs close to where the employees live, which has been especially popular with young mothers that have many family obligations and cannot take the long daily journey to Guadalajara for work.

Before producing Tanteo Tequila, the distillery focused on their house brand called *Carreta de Oro*, from which the Espero recipe was born. When Master Blender and CEO Neil Grosscup first visited the distillery, he tasted *Carreta de Oro* and knew that if this was their basic tequila, there was no limit to the exceptional tequilas they could produce.

“The growth of Tanteo has long been our priority and focus, but I always knew that one day the distillery’s phenomenal house tequila would need to be shared with the world. In the wake of the COVID-19 crisis as we began thinking of ways we could support bars and restaurants in the recovery, it struck me that there had never been a better time to introduce this high quality, well-produced tequila without markup. With Espero, we seek to inspire hope in our partners and friends,” says Grosscup.

Espero is traditionally made in brick ovens using the finest Blue Weber Agave and contains no additives. Designed for the well, Espero’s quality stands up in a straight shot but mixes well in a margarita or other cocktail.

Tanteo Espero Tequila (40% ABV; SRP: \$29.99 per L) is in the midst of a national roll-out at select on and off-premise locations nationwide.

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About Tanteo Tequila: Tanteo® Tequila is the 100% agave tequila crafted to make the perfect margarita, whether spicy or traditional. With spicy Jalapeño, smoky Chipotle, extra spicy Habanero and higher proof Blanco, Tanteo is distilled, infused, and bottled by hand in the hills of Jalisco, Mexico. The result is an award-winning artisanal product that is anything but ordinary. Tanteo was launched in January 2009 by the Tanteo Spirits Company and is available in bars, restaurants and spirits shops across the United States.