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Atlanta Entrepreneurs Launch Los Linderos Tequila

Carr Scott's vision goes beyond the traditional view of tequila and takes aim at the premium tequila market.

ATLANTA (August 1, 2024) – Atlanta's role as a crossroads for ideas prompted Carr Scott, president of Los Linderos, to choose here and now as the place to launch a new tequila brand with a team of Atlanta investors. Linderos means boundaries, and the story of the new tequila is about going beyond what was known before.

"The market intelligence was decisive," Scott said, "People by the thousands are switching to tequila. In fact, tequila and mezcal is now the second-fastest growing spirits category by revenue and volume within the U.S., trailing only vodka. And what consumers are clamoring for are premium tequilas, which is our focus."

Since 2003, the tequila and mezcal category in the U.S. has grown 273%, or at an average rate of 7.2% per year, while premium agave-based spirits have skyrocketed 1,522%, according to a 2023 report from the Distilled Spirits Council of the United States.

With U.S. retail sales of tequila now hovering around \$13 billion annually, Los Linderos is being introduced to the market through Republic National Distributing Company, the nation's second-largest wine and spirits distributor.

Quality over Quantity

The poetic name and the sculpted bottle of Los Linderos are signposts reflecting why a new tequila brand based in Atlanta can be expected to thrive. Industry sales data show that people are becoming more involved and better informed about the quality of what they drink.

"Preference for upscale, premium liquors has been growing. The subtleties of flavor, aroma and satisfaction are appreciated more than ever," Scott said. "It's a sophisticated scene."

Against this backdrop, the former league-leaders – particularly brown liquors such as whiskey and bourbon – have plateaued or declined.

A cocktail culture is emerging, with an interest in showing knowledge of "built" drinks both at home and on the town. Growing interest in artisanal spirits by consumers worldwide can be expected to affect the tequila marketplace, too.

The Adventure Segment

A more refined taste proved to be one reason for growing tequila sales.

"High-end tequilas raised what people expected from the taste of tequila," said Evan Karst, Georgia Vice President of Sales for Republic National Distributing Company. "While tequila was known at first as a party drink, we see people now appreciating it as a sipping experience. Demand for premium and super-premium brands is exploding, and people are looking for unique flavors."

What remains of tequila's initial reputation is a certain sense of adventure.

"When they choose tequila, the freedom people feel is part of the attraction we discovered with Los Linderos," Scott said. "The origins of the drink are natural and exotic. People are getting a taste of that."

Only the Authentic

"Real tequila comes from only one state in Mexico," Karst said. "By regulation, each bottle carries a four-digit number that certifies where it is distilled. The NOM – or Norma Oficial Mexicana – is the Denomination of Origin, testifying that it came from Jalisco. Like Champaign or Burgundy, the right to call yourself tequila is regulated with care."

Added Scott: "The distillery we discovered in Jalisco is family owned, one of the smaller, carefully operated sources. This is the family's fifth generation on that land, and their third generation distilling tequila. We are grateful to have found them. They share our aim for quality in the deepest sense."

Variety and Selection

Los Linderos comes to market with a Blanco, or clear tequila, distilled from seven-year-old agave hearts for their floral notes and citrus tang, and a Reposado, which is aged in whiskey barrels to a golden color, bringing complex flavor notes and a depth that is described as "whiskey-esque."

Still to come, when aging is mature, will be an Añejo version of Los Linderos. A mezcal is also being developed for the brand.

"It is thrilling to see the skill, craft, and dedication we have discovered in the highlands of Jalisco," Scott said. "The experience went beyond anything we might have expected when we began, That is what we want to share, that feeling of going beyond."

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