

Quality over celebrity.



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How celebrity tequilas are changing the very nature of tequila

By M. Carrie Allan
April 25, 2024 at 1:00 p.m. EDT



Not A Celebrity Tequila (founded by Andrew Bushby of Pure Brands) and Casamigos (founded by George Clooney, Rande Gerber and Mike Meldman). (Peggy Cornumy for The Washington Post/food styling by Lisa Cherkasky The Washington Post)

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I'm staring at two new bottles that represent a tension at the heart of tequila.

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VICES / TEQUILA

NOT A CELEBRITY TEQUILA

There has been a proliferation of celebrity-backed tequilas – and spirits in general – over the last few years. Not A Celebrity Tequila is a direct response, made with a focus on traditional practices and authenticity rather than names that make good for cardboard cutouts at the local chain restaurant. Made in the Los Altos region of Mexico with 100% agave, the Blanco expression is additive-free and distilled in stainless steel pots with copper coils. The resulting 40% ABV drink offers a delicate balance of cooked agave and citrus that's both light and peppery enough to serve as a subtle base for traditional tequila-based cocktails.

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FOOD & DRINK / SPIRITS APRIL 26, 2024

This Tequila Is Definitely, Absolutely, 100% Not a Celebrity Tequila—and That's the Point

Star power is overrated.

By JONAH FLICKER



Not A Celebrity Tequila

As you are surely aware, there's a whole lot of celebrity tequila out there—some with a veil of star power that comes as no surprise that a lot of people buy on the fact that it's Not a Celebrity Tequila. But this is a decent

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The 50 Best Bottles of Tequila for C

We tested entirely too much tequila to identify the ideal bottles for sipping, shots and cocktails, including a few surprises

BY KIRK MILLER
Updated May 1, 2024 1:54 pm



Not A Celebrity Tequila

Not a Celebrity Tequila

On Cinco de Mayo, this cheekily-named blanco comes from the founders of El Luchador, the first USDA-certified organic 100% agave tequila RTDs, and hails from the same distillery that makes El Luchador, which is also on this list. NACT is additive-free and available direct-to-consumer for \$40; it's slightly sweet, a bit vegetal and full of pepper and citrus. At \$40, it's good enough to work beyond its anti-celebrity statement.



Forbes

LIFESTYLE > SPIRITS

Not A Celebrity Tequila Wants To Challenge A Celebrity-Dominated Liquor Market

By Rachel King, Contributor. Uncorking wine and spirits adventures around the world.

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Aug 28, 2024, 08:00am EDT

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FOOD & DRINK

This Is Not a Celebrity Tequila

But It Is a Solid, Refreshingly Bullshit-Free Tequila


MAY 03, 2024



These days, celebrity tequilas are a dime a dozen.

Or sometimes, \$100 a bottle. Often for tequila that's laced with additives, made with shortcuts, and places more emphasis on lifestyle marketing than actual quality.

Not a Celebrity Tequila is a new brand that's pushing hard in the opposite direction. It's a 100% agave tequila that's made the traditional way, without additives and without a Clooney or McConaughey in sight.

A photograph of a wooden bar setup. In the center is a bottle of 'NOT A CELEBRITY TEQUILA' Blanco 100% de Agave. To the left of the bottle is a tray with several metal cocktail shakers. In front of the bottle is a plate of oranges. To the right of the bottle is a plate of limes. A hand is holding a glass of ice and lime juice in the foreground. The background is a wooden bar surface.

“It is in fact much better than some well-known celebrity tequila brands like Casamigos, Gran Coramino, Cincoro, and 818...”

- Jonah Flicker (Robb Report, Esquire, USA Today, Maxim, Liquor.com)

About

- A **challenger**, focused on staying true to tequila's roots, celebrating traditional practices and consistent quality.
- Branded as a “**Gateway**” **blanco**, NACT is **traditionally-made (without a diffuser)**, is **additive-free** and is ready to capitalize on the growing **celebrity fatigue** within the alcohol space.
- The simple, yet powerful message stands out in among the crowded marketplace of generic tequila brands.
- Core values are **honesty** and **transparency**.

Tasting Notes

On the Nose

Sweet with fine citrus and fruity notes that frame the aroma of cooked agave.

Taste

A nice mix of sweet agave, minerality and citrus with a light, peppery clean finish.





“While Not A Celebrity Tequila’s name is tongue-in-cheek; the hope is it has a more serious effect: encouraging more transparency within the industry, so consumers can make more educated decisions.”

- M. Carrie Allen (The Washington Post)

Product Specifications

NOM 1517

DETALLES DE PRODUCCIÓN

REGION: Los Altos
COOKING: Autoclave
EXTRACTION: Roller Mill
FERMENTATION: 100% Agave /
Stainless Steel Tanks
DISTILLATION: 2x Distilled
STILL: Stainless Steel Pot
with Copper Coil
ABV/PROOF: 40% / 80



40% ALC. BY VOL.

ADDITIVE-FREE

**TRADITIONALLY MADE
(WITHOUT DIFFUSER)**

**TRANSPARENT
PRODUCTION LABEL**



Bottles / Case: 6x 750ML (4.5L)

Cases Per Pallet: 80

Case Dimensions: W 10.24" x D 6.81" x H 14.41"

750ML Bottle:



6x 750ML CASE:



