

Quality over celebrity.



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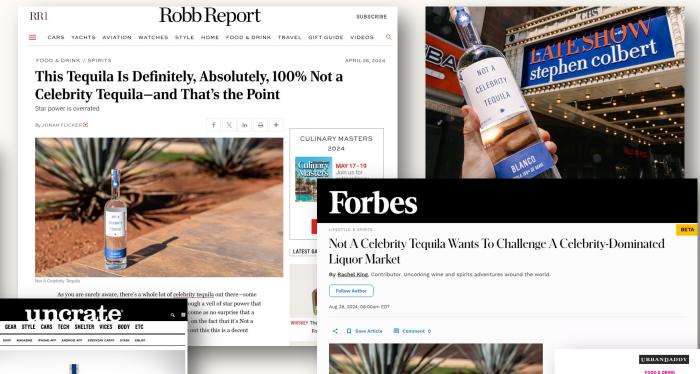
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How celebrity tequilas are changing the very nature of tequila

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





The 50 Best Bo Tequila for Cin

NOT A CELEBRITY TEQUILA

the last few years. Not A Celebrity Tequila is a direct response, made with a focus on

cutouts at the local chain restaurant. Made in the Los Altos region of Mexico with 100%

opper coils. The resulting 40% ABV drink offers a delicate balance of cooked agave and

LEISURE > DRINKS >

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



ot a Celebrity Tequila

inching on Cinco de Mayo, this cheekilyad blanco comes from the founders of
ena Fe, the first USDA-certified organic
3% agave tequila RTDs, and hails from
same distillery that makes El Luchador,
ich is also on this list. NACT is additiveand available direct-to-consumer for
w; it's slightly sweet, a bit vegetal and
full of pepper and citrus. At \$40, it's good
enough to work beyond its anti-celeb

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 with not a Clooney or McConaughey in sight.



"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



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:



