

Quality over celebrity.




Recent Press



FOOD Recipes News How To Dining Newsletter Instagram

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 Cornum for The Washington Post/food styling by Lisa Cherkasky The Washington Post)

Listen 14 min Share Comment 111 Save

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


RR1Robb ReportSUBSCRIBE

FOOD & DRINK / SPIRITSAPRIL 26, 2024

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

Star power is overrated.

By JONAH FLICKER



CULINARY MASTERS 2024
MAY 17-19
Join us for

LATEST GADGETS

WHISKEY THE



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.

Follow Author

Aug 28, 2024, 08:00am EDT

Save Article Comment 0

uncrate

GEAR STYLE CARS TECH SHELTER VICES BODY ETC

SHOP MAGAZINE IPHONE APP ANDROID APP EVERYDAY CARRY STRAPS ENLIST



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.

BUY FROM NACT / \$40


STASH FOR LATER

LEISURE > DRINKS >

The 50 Best Bottles of Tequila for Cinco de Mayo

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

anching on Cinco de Mayo, this cheekily-ed blanco comes from the founders of ena Fe, the first USDA-certified organic 7% agave tequila RTDs, and hails from 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-celeb statement.

URBANDADDY

FOOD & DRINK

This Is Not a Celebrity Tequila

But It Is a Solid, Refreshingly Bullshit-Free Tequila

MAY 23, 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.



“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

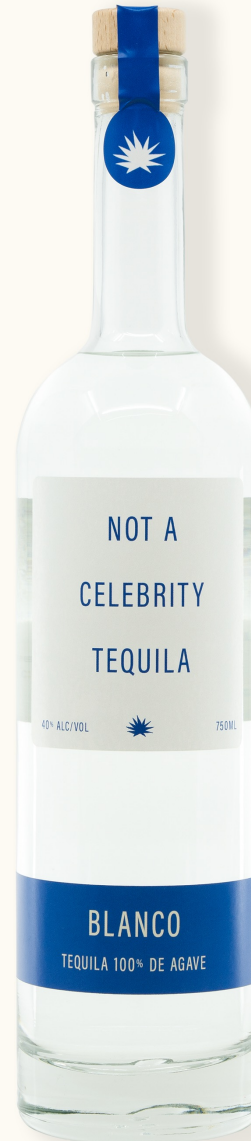


40% ALC. BY VOL.

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:



Brand Support

SHELF TALKERS



"That is the cleanest, smoothest blanco I have ever tasted."

--Someone who usually only drinks Reposado, NY (2024)

Tequila focused on what's inside the bottle.





NOT A CELEBRITY TEQUILA

Meet the "gateway" blanco that cares more about what's inside the bottle than outside.

- ADDITIVE-FREE
- TRADITIONALLY MADE
- DOUBLE GOLD MEDAL WINNER
- LOS ALTOS / HIGHLANDS
- NOM 1517



"Smooth and sweet with a clean peppery finish."

BACK CARDS

NOT A CELEBRITY TEQUILA

NO ADDITIVES,
NO FANCY BOTTLES,
NO CELEBRITIES,
JUST GREAT TEQUILA.






TASTINGS




TEES




SELL SHEETS



FOCUSED ON WHAT'S INSIDE THE BOTTLE.





NOT A CELEBRITY TEQUILA

Meet the "gateway" blanco focused on the importance of staying true to tequila's roots, celebrating traditional practices and consistent quality.



CERTIFIED ADDITIVE-FREE

TRADITIONALLY MADE (WITHOUT DIFFUSER)

40% ALC. BY VOL.

TRANSPARENT PRODUCTION LABEL

AROMA:
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.

Distributor: Savannah Distributing


Pricing:
Bottle: 28
1x Case: \$27.20 / \$163.20
2x Case: \$26.40 / \$158.40

MRSP: \$36.99
Bottles / Case: 6x 750ML (4.5L)

NOM 1517



750 Bottle: 1 97844 09139 3



6/750 CASE: 1 98168 85685 7

www.notacelebritytequila.com @notacelebritytequila hola@notacelebritytequila.com

