



Beverage

Industry News

TRES PAPALOTE®
MEZCAL

I've discovered the spirit of a new era. Now it's your turn.

100% handcrafted, infusing a rich, smooth, lightly smoky flavor with elegant herbal and citrus notes. Join the Mezcal Movement!

Tres Papalote Mezcal
My MEZCAL!
— Cheech Marin



Imported by Riviera Imports
Manhasset, NY, USA
www.trespapalotemezcal.com



Tres Papalote Mezcal




the pearls is somewhere between 45 and 55 percent.* This balance provides drinkers with a consistently flavorful product that's neither harsh nor too smoky. It is perfect for sipping neat or mixed into cocktails and Tres Papalote has the expertise of Yusuf Austin on their side. Austin is known worldwide as 'The Cocktail Architect', and he brings to the Tres Papalote® Mezcal brand more than twenty years of creating highly styled mixed drinks. Austin has been responsible for curating world famous cocktails for prestige venues such as the Atlantis Hotel in Dubai, the Summer House in Nantucket, the Cotton House Hotel in Mustique, and the Boom Boom Room in Manhattan. He draws on his travels which include mixology trips to Gustad, Bahamas, Florence, Rome, Capetown, and Sardinia. As the brand's mixology ambassador, his travels won't end there. Yusuf is scheduled to visit each of the major markets introducing Tres Papalote® Mezcal to retailers, bar and restaurant owners. Additionally, he will host on-site events with consumers. With his Clark Gable looks and his charismatic personality, Austin adds another layer of authenticity for the Tres Papalote® brand. And he brings with him all sorts of POS support for on and off-premise accounts. Count on case cards, table tents, bottle hangtags, and standees. It'll be just like having Cheech there with you, passing around a copita and sharing a sophisticated gentleman's idea of the good life, mezcal style.

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