



Bartender Magazine

BRAND BUZZ!

The Mystique of Tres Papalote Mezcal.

Riviera Imports joins Brand Ambassador Cheech Marin in launching a new mezcal, Tres Papalote. This mezcal is a gift bestowed by Mother Nature, grown wild, high atop the mountainside in Guerrero, Mexico. It is distilled from the WILD CUPREATA agave plant and is 100% handcrafted. This cupreata agave variety offers a smooth taste with a distinguished consistency, producing a rich and lightly smoked flavor with elegant herbal and citrus notes. Tres Papalote delights the pallet with its intriguing artisanal flavor and mystical experience, and promises to create a new generation of mezcal lovers. Welcome to a new era - **TRES PAPANOTE MEZCAL!**

Yusef Austin, referred to as the man in the know - the Cocktail Architect - has imaginatively designed specialty cocktails for clients around the world. He joins Tres Papalote as the expert creator of specialty cocktails and is committed to spreading the word about the unique experience of Tres Papalote.

Yusef told us "I love the fact that it is Wild harvested...and produced by the Mexican Mezcalero who has been handed down the sacred recipe from his Father and Grandfather before him. Plus, I love the unique taste and aroma. Not too smoky, lends itself to a plethora of ingredients that allows someone like myself to create original cocktails. I blend it with Fresh juices, hot peppers, different types of bitters that allow this spirit to shine. It also mixes well with fresh strawberries, and I have created a respectability drink that you can find on the web site.

We have some fun recipes on the Tres Papalote website. I also enjoy this mezcal simply on the rocks with a slice of orange and a fabulous spicy salt. Tres Papalote is so pure - there is no added sugar - and you never feel any effects the next day. Everyone loves it, the tequila drinkers, the whiskey drinkers. The consumer is always looking for the next trend. And when I am in the bar, as do my fellow bartenders, we want to offer something distinct, delicious tasting, and exciting that is new to the scene."

Tres Papalote wants to work with the Bartenders around America to spread the word of this fabulous arising. Cheech Marin has said it best with his call to action:

"I invite everyone to enjoy the magic of my Mezcal, Tres Papalote Mezcal - TO LIVE BETTER- DRINK BETTER - LOVE BETTER. It's your turn to join the Evolution!"



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