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PRODUCTS

#### Riviera Imports Enters Mezcal Market with Launch of Tres Papalote

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Image Source: Tres Papalote Mezcal

New York, NY - **Riviera Imports**, an international producer, importer and marketer of specialized spirits, wines and beers, today announced the launch of **Tres Papalote Mezcal**, a 100% handcrafted premium mezcal. **Tres Papalote Mezcal** arrives in stores in the New York area, Los Angeles, San Francisco, Austin, Dallas, Houston, Miami and Chicago in October. With the introduction of Tres Papalote Mezcal, Riviera Imports will meet the spirit industry's rising demand for a choice mezcal.

"Riviera Imports is thrilled to bring mezcal to the forefront of the spirits industry with the launch of Tres Papalote Mezcal, which we intend to become the preferred mezcal brand for the growing community of mezcal patrons," said **Ed Caan**, Founder and CEO of Riviera Imports. "Every step of the process to create Tres Papalote has been carefully crafted from the harvesting of the Wild Cupreata agave plant to the colorful 'Koo-Koo' man image on the bottle, which comes from a glass sculpture that is part of Cheech Marin's world renowned Chicano art collection."

**Cheech Marin**, American actor and comedian best known as one half of the Grammy-award winning duo **Cheech & Chong**, will serve as brand ambassador and endorses Tres Papalote as part of his "feel good – enjoy life – have fun" persona. Cheech invites those consumers interested in a premium mezcal to "discover the spirit of a new era – experience the Magic of Tres Papalote Mezcal – My Mezcal!"

Tres Papalote Mezcal, which is exclusively distilled from the Wild Cupreata agave plant grown on the mountaintops of Guerrero, Mexico, is unique to the mezcal category, crafting a slightly sweeter and less smoky flavor than other mezcal varieties.

Currently, no clear industry leader has surfaced in the newly trending mezcal category of spirits. Available in three expressions (40%, 46%, 50%), Tres Papalote Mezcal offers a smooth taste and distinguished consistency, making it the ideal brand for both existing mezcal drinkers and those just beginning to explore mezcal. \$60.00 (46%); \$45-\$48 (40%); and 50% available next year (\$85-\$100).

"We have had the most amazing journey creating the Tres Papalote Mezcal brand," said **Lisa Marcus**, Brand Creator of Tres Papalote Mezcal. "The time is right for the next big trend in alcoholic beverage and who better than Cheech Marin to represent one of the world's most intriguing, mystical spirits? Enjoying Tres Papalote Mezcal is a captivating experience and we plan to reach consumers around the world to create a new generation of mezcal devotees."

**Yusef Austin**, globally recognized as '**The Cocktail Architect**,' has also partnered with Tres Papalote Mezcal to travel the brand's major markets to introduce Tres Papalote and host consumer-and-trade events. Austin has previously curated world famous cocktails for venues such as the Boom Room in NYC and the Atlantis Hotel in Dubai.