



TEQUILA
PARTIDA®

MEDIA COVERAGE

2024-2025





Date: 8/8/2025

Online Visits: 5,000

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Partida La Familia Añejo

Style: Añejo

Use: Sipping

ABV: 40%

Region: Jalisco, Mexico

Partida's La Familia Añejo is a premium expression that deserves a slow sip and a quiet evening. Aged in American oak for 18 months, this one opens with aromas of **roasted agave, warm vanilla, dried fruit, and toasted almond**. On the palate, it's silky smooth with a gentle peppery warmth, layered with **caramelized oak, cinnamon, and cocoa**. This is a quintessential sipper—not one you'd want to hide behind citrus or mixers.

Recommended for: Neat pours or with a single cube. A great intro for bourbon drinkers branching into tequila.





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Date: 8/1/2025

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Podcast host [@carynantonini](#) explores cultural & culinary experiences around the globe, to educate, entertain and... more
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cultivatedbycarynshow 9h

This week's guest features [@pepevaldez](#), Maestro Tequilero [@tequilapartida](#). Join us for a deep dive into the artistry, tradition and science behind one of the most respected tequilas in the game. Tune in as José shares what sets Partida apart, from agave to the bottle. And you don't want to miss his recipe for a refreshing Pink Paloma! Podcast links in bio



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CULTIVATE YOUR MESSAGE



Date: 8/1/2025

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1D AGO - S2, E57 - 30 MIN

Cultivated By Caryn w.guest José Valdez, Maestro Tequilero Partida Tequila Jalisco, MX Cultivated By Caryn

▶ Play

On this week's episode, host Caryn Antonini is joined by José Valdez, Maestro Tequilero at Partida Tequila in Jalisco, Mexico. A trained industrial engineer turned master distiller, José oversees every step of the production, from agave harvest to barrel aging, always maintaining Partida's signature additive-free purity and precision. Under his guidance, Partida has earned acclaim as 'the world's highest-rated tequila.' In addition to his Industrial Engineering degree and MBA, José holds a Tequila Expert degree from Tequila Culture and Training Association and is also a certified Tequila Technician from the Tequila Regulatory Council. He is a certified Tequila Taster with Ana Maria Romera, and has been a member of the Mexican Academy of Tequila and Mezcal Tasters since 2008.

For more information on our guest:

World's Highest Rated Tequila - [Tequila Partidapartidatequila.com](http://TequilaPartidapartidatequila.com)

Caryn Antonini
www.cultivatedbycaryn.com
@carynantonini
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###

Get great recipes from Caryn at <https://carynantonini.com/recipes/>



Date: 7/22/2025

Online Visits: 9,612

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National Tequila Day – July 24 – Mix it Up and Enjoy

Rosa

Ingredients:

- 2 oz **Partida La Familia** Blanco
- 1.5 oz Guava Nectar
- 0.5 oz Strawberry Purée
- 0.5 oz Fresh Lime Juice
- 1.5 oz Sparkling Rose
- Garnish: Upward Cut Strawberries

Method: Muddle fresh strawberries in a shaker and then combine all ingredients except rose. Shake and top off with sparkling rose. Strain ingredients into a wine glass and garnish with upward cut strawberries.



Date: 7/16/2025

Online Visits: 5,000

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New Reviews for July 16, 2025



Partida Reposado, 100% Agave Tequila

Brilliant, light golden/amber color. The aromatics are very intense, giving scents of honey, crème brûlée, and citrus with supporting notes of candied ginger, apricot stone, and vanilla bean. The palate echoes the nose delivering a caramel-driven core with flavors akin to butterscotch, baked agave, and charred oak. The finish is long and lingering. Medium to full-bodied and perfectly balanced with a supple texture. \$49.99 – **4.5 Stars**



Partida Roble Fino Añejo, 100% Agave Tequila

Bright, medium amber color. The aromatics are very intense, presenting scents of charred oak, dried fruits, candied ginger, and brown sugar with supporting notes of maple syrup, sultanas, and nutmeg. The palate is in full accord with the nose delivering a caramel-driven core with flavors of gingerbread, baked agave, Sherry, and toffee. The finish is long and lingering. Full-bodied and nicely balanced with a voluptuous texture. \$149.99 – **4.5 Stars**



Partida Roble Fino Reposado, 100% Agave Tequila

Brilliant, light/medium amber color. The aromatics are very intense, giving scents of charred oak, butterscotch, and baking spices with supporting notes of Whisky, candied ginger, and agave. The palate echoes the nose delivering a baked agave-driven core with flavors akin to dried fruits, brown sugar, quince, and treacle. The finish is long and lingering. Medium to full-bodied and perfectly balanced with an opulent texture. \$119.99 – **4.5 Stars**





Date: 7/4/2025

Online Visits: 78,108,059

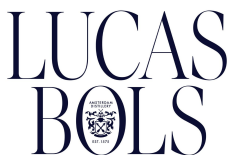
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Tequila Sales Keep Rising While Other Spirits' Are Flat: Here Are Some New Premium Bottlings



Partida Añejo ages in ex-bourbon oak barrels for 18 months.
PARTIDA

PARTIDA AÑEJO (\$54). This tequila ages for 18 months in ex-bourbon barrels, giving it a smooth but intense taste. Even more so, distiller José Valdez makes a ROBLE FINO AÑEJO (\$145), aged five more months in ex-single malt, sherry-seasoned casks, giving it a deeper, slightly sweeter flavor, with 45% alcohol. Things get more complex—and a lot pricier—with Partida's EXTRA AÑEJO ELEGANTE (\$400), a deep amber Gran Reserva tequila aged for a minimum of 48 months. With a fine toasty quality for sipping, not mixing.





<p>MARIANI'S</p> <p><i>Virtual Gourmet</i></p>	<p>Date: 7/6/2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
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Syndication from Forbes






Date: 6/21/2025

Online Visits: 51,236

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91
EXCELLENT



AÑEJO
TEQUILA
PARTIDA

Partida Tequila Roble Fino Añejo

DISTILLER:	BOTTLER:	ABV:	AGE:	PRICE:
Autentica Tequilera	Partida	40%	NAS	\$100 to \$199.99

Debuted in 2020, this añejo is part of Partida's "Roble Fino" catalog that notches up the age statement and ABV of its flagship expressions. The tequila is distilled at Autentica Tequilera in Jalisco, Mexico, using lowlands agaves. It begins with the brand's core añejo tequila, aged for 18 months in American oak casks that previously held Jack Daniel's, and is then rested for an additional five months in ex-single malt, sherry-seasoned casks. (Rumored to be Macallan, though the brand doesn't explicitly say so.)

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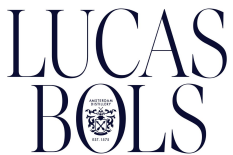
NOSE:
Very sherry-heavy. Heaps of dried fruit, sour cherries, banana, vanilla, cinnamon and cream soda. Floats of out the glass with a sticky sweetness that clings to nostrils. Reminds me of a fresh baked tart slathered with more than enough jam.

TASTE:
A darkly sweet, cognac-like vibe takes center stage. Grapes, prunes, peach rings and apple cider play ball against dense flavors of cocoa nibs, brown butter and barrel spice, particularly cloves. It's decadently sweet, almost overwhelmingly so after a few sips. But it stops just short of tipping too far. Lots of oak character and a dry, tannic bite tie it all together.

FINISH:
Oak crescendos on the backend alongside bittersweet flavors of anise, black pepper, crackers, vanilla bean and florals. While the palate was dark and buttery, the finish is decidedly brooding.

OVERALL:
This is potent stuff, about as sweet as an aged tequila can get before it veers into additive-laced territory. It may have only been rested in sherry casks for five months, but it tastes like it easily could have been a full two years. That said, I'd recommend this wholeheartedly to anyone who knows what they're getting into. If the lovechild of agave, sherry and fortified wine sounds like a winner, then this is absolutely worth the splurge.

SCORE:
88





Date: 6/21/2025

Newsletter Subscription: 50,000

This Week's Top Pour



Partida Roble Fino Añejo

Partida's high-end "Roble Fino" lineup hides a neat bag of surprises. The brand's Añejo, finished for five months in ex-sherry casks (rumored to be Macallan), is a cornucopia of all things sticky and sweet, stuffed to the brim with cherry, grape, brown butter and cinnamon flavors right at home in a luxurious candy store.

MSRP: \$150.

[Read Our Full Review](#)



June 2025 Issue

Print Circulation: 47,058



Tequila's ADDITIVE- FREE Movement



“The shift toward additive-free Tequila is evident in market trends, with this segment growing over 50% while the overall category remains flat or slightly declining,” notes Gilles Bensabeur, marketing director at Lucas Bols, owner of additive-free Partida Tequila. “When Tequila Partida was founded, it pioneered the additive-free Tequila movement—long before it became a trend. Today the additive-free Tequila space is becoming increasingly competitive, with new brands entering the market every month. The challenge lies in distinguishing authentic additive-free Tequilas from those that are not, as well as continuing to educate consumers on why choosing a high-quality, truly additive-free Tequila makes a difference. There’s still lots of room for growth for all additive-free brands as consumers switch from other Tequilas that are not.” Bensabeur adds that the company anticipates 25% growth for Partida in the next fiscal year, driven by the brand’s premium offerings, particularly the Roble Fino line of añejo, reposado, and cristalino that are aged first in American Bourbon casks, followed by secondary aging in ex-single malt Sherry oak casks.

While some brands like Lucas-Bols-owned Partida (top) have been producing additive-free Tequila for years, newer players like El Tesoro (above) are still bursting onto the scene.



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June 9, 2025

Podcast Listenership: 5,000

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Podcast

Welcome to the Capital City Bourbon Show Podcast! This is a podcast for people who love bourbon, whiskey, and spirits in general. Join us for regular tastings, reviews, interviews with distillers and blenders, barrel pick adventures, and other social media events. Cheers Y'all!



Episode 4-5 - Partida Tequila ↻

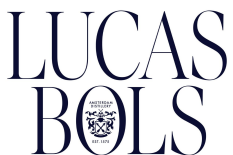
The Capital City Bourbon Show



Join us on the porch as we sit down with Jose Valdez, the GM and Maestro Tequilero for Tequila Partida! Jose teaches us about the history of the brand, the process for making and aging their spirits, and we sip on some of their delicious tequila anejo, which was aged in former Jack Daniels's barrels. Cheers y'all!

Episode 4-5 - Partida Tequila

46:17





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June 9, 2025

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Original audio



capitalcitybourbon Edited · 7h
A new episode of the Capital City Bourbon Show is live!

Join us on the porch as we sit down with Jose Valdez, the GM and Maestro Tequilero for @tequilapartida! Jose teaches us about the history of the brand, the process for making and aging their spirits, and we sip on some of their delicious tequila añejo, which was aged in former Jack Daniels' barrels.

Cheers y'all!

#bourbon #whiskey #bourbonwhiskey #rye #ryewhiskey #bourbonblog #bourbonlife #bourbonenthusiast #tallahassee #tally #florida #kentucky



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May 20, 2025

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The Tequila Hombre

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A Tequila Lover sharing his passion and love for the great spirit of Tequila and other agave...more

youtube.com/channel/UC3dakT8Zb8Soa-WI8hK1Npw?sub_confirmation=1 and 2 more links



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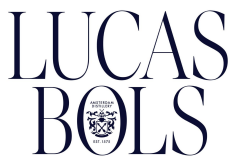


Thursday Thoughts with Tequila Partida

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May 8, 2025

Online Visits: 32,310

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CASSIUS

Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025

9. FLUÈRE Raspberry Blend



Source:Fluère
FLUÈRE is an alcohol-free pink gin alternative. It bursts with botanicals that issue a complex yet balanced taste combined with fresh distilled raspberries that give a fresh, smooth, and slightly sweet nose followed with a unique afterbite that normally only alcoholic drinks have. It is well balanced with fresh raspberries, coriander, juniper, lavender, and lime peel that will give you a complex but well-balanced taste.

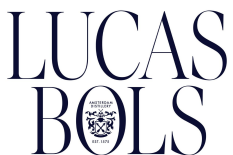
Get it [here](#).

26. Tequila Partida Reposado




Source:Tequila Partida
Natural and beautiful light amber color with golden tones, transparent and clean, brilliant and full bodied. Notable aromas of vanilla, cooked agave, caramel, butter, bourbon, hazelnut and almond. These aromas are confirmed in the mouth. This amazing Reposado is the result of a great base of Tequila Blanco, the right cask selection and the perfect age timing. Partida is an additive-free tequila.

Get it [here](#).





	<p>May 8, 2025</p> <p>Online Visits: 24,715</p> <p>Click to view article</p>
	<p>May 8, 2025</p> <p>Online Visits: 192,919</p> <p>Click to view article</p>
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Syndications from Cassius



INSIDEHOOK

May 7, 2025

Newsletter Subscriptions: 618,973



Partida Is the Single Malt of Tequilas

BY [KIRK MILLER](#)

Partida has touted itself as “the world’s highest rated tequila,” and while I can’t vouch for that claim, the brand *has* racked up a ton of honors, including a best tequila in the world win for the brand’s reposado. So when [we had a chance to talk to Master Tequilero José Valdez](#), currently celebrating 20 years with Partida, we jumped at the chance.

The brand offers a pretty wide range of tequilas, including the standard fare (blanco, reposado, añejo), two unique cristalinos (including one that spends extra time in ex-sherry casks), a 48-month aged extra añejo and two releases that undergo a second maturation in ex-sherry casks that also previously held some pretty high-end Scotch. So this isn’t your tequila for Margaritas or Palomas, although the blanco does a good job in those classic drinks. We like to think of these releases as a little closer to single malts.

LET’S TASTE THEM

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May 6, 2025

Online Visits: 13,021

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From Sweet to Chic: Mother's Day Gifts That Hit the Mark

Fill Mom's Glass With One Of These Special Spirits



If you're looking for a beautiful bottle, with a spirit that knows timing is everything, give her a bottle of **Tequila Partida Reposado**, with notable aromas of vanilla, cooked agave, caramel, butter, bourbon, hazelnut, and almond. This reposado can be sipped and savored or be the star ingredient in a refreshing cocktail.

And, for those who like to relax with a drink, but don't partake in alcohol, give Mom a bottle of **Fluere Raspberry Blend**. Marketed as an alternative to pink gin, this is the perfect beverage for brunch, on the patio by the pool, or an evening with the ladies. FLUÈRE Raspberry has Juniper, Lime Peel, Coriander Seed & Lavender as its base, but it is the addition of Fresh Raspberries that makes it unique.



May 5, 2025

Online Visits: 14,336

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3 Reposados For Cinco De Mayo Celebrations

Thank you to Tequila Partida, Bribon and Loca Loka for sending me free bottles of tequila to sample in exchange for a fair and unbiased review for reposados for Cinco...

3 Reposados For Cinco De Mayo Celebrations

Tequila Partida Reserva Reposado





Partida Tequila

Tequila Partida bills itself as the "original additive free tequila." It tastes and looks clean too. Partida makes eight different tequilas in shapely bottles. The Reserva Reposado has rich notes of caramel, vanilla and fresh pepper. It is good on the rocks, with just a squeeze of fresh citrus. \$49.99

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	<p>May 5, 2025</p> <p>Online Visits: 29,312</p> <p>Click to view article</p>
	<p>May 5, 2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>

Syndications from WJPT-FM (Estero, FL)



May 5, 2025

Online Visits: 9,643

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LAST MINUTE CINCO DE MAYO COCKTAIL RECIPES [COCKTAIL TIME]

PONCHE CABALLERO



INGREDIENTS:

- 2 oz [Partida Blanco](#)
- 1.5 oz Tamarind Soda
- 1.5 oz Pineapple Juice
- 0.5 oz Agave Nectar
- 0.5 oz Fresh Lime Juice
- 2 dashes Angostura Bitters
- Garnish: Pineapple Wedge and Leaves

DIRECTIONS:

Add all ingredients to a cocktail shaker with ice. Shake and strain into a rocks glass with ice. Garnish with a pineapple wedge and leaves.

Spirit.Ed: Check Out Our 2025 Cinco De Mayo Roundup

16. Ponche Caballero



Source:Partida

Ingredients:

2 oz [Partida](#) Blanco

1.5 oz Tamarind Soda

1.5 oz Pineapple Juice

0.5 oz Agave Nectar





0.5 oz Fresh Lime Juice

2 dashes Angostura Bitters

Garnish: Pineapple Wedge and Leaves

Directions: Add all ingredients to a cocktail shaker with ice. Shake and strain into a rocks glass with ice. Garnish with a pineapple wedge and leaves.



	<p>May 4, 2025</p> <p>Online Visits: 60,866</p> <p>Click to view article</p>
	<p>May 4, 2025</p> <p>Online Visits: 30,978</p> <p>Click to view article</p>
	<p>May 5, 2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
	<p>May 5, 2025</p> <p>Online Visits: 45,128</p> <p>Click to view article</p>

Syndications from Cassius

More Than Margaritas, Must Try Cinco De Mayo Cocktails



Ponche Caballero

Ingredients:

- 2 oz **Partida Blanco**
- 1.5 oz Tamarind Soda
- 1.5 oz Pineapple Juice
- 0.5 oz Agave Nectar
- 0.5 oz Fresh Lime Juice
- 2 dashes Angostura Bitters
- **Garnish:** Pineapple Wedge and Leaves

Directions: Add all ingredients to a cocktail shaker with ice. Shake and strain into a rocks glass with ice. Garnish with a pineapple wedge and leaves.

May 2, 2025

Online Visits: 2,103,972

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FORTHEWIN

What are the best tequilas for Cinco de Mayo? Our favorites, from cheap to stupid expensive

If you're looking for something expensive, but not \$700 expensive: Tequila Partida Roble Fino



Tequila Partida Roble Fino *Christian D'Andrea*

Tequila Partida's Roble Fino isn't cheap. The bottle reflects this; it's big, wears a scarf and is heavy as hell. At more than \$100 for the sherry oak finished reposado, you're making an investment here.

It pours with a pleasant rich amber color that suggests a fair amount of time in the sherry casks advertised on the label. It smells floral and fruity with a little bit of cinnamon heat at the end. There's a little boozy harshness, however, that gives you fair warning you're dealing with a full bodied spirit.



Despite that, it's smooth up front, giving off hints of agave and sweetness before, boooooom. There's a wave of spice and sugar and pepper and cinnamon and, friends, it is a lot all at once. I mean this is a good way. It hits the tip of your tongue as a pleasant little tequila and leaves as a complex beast.

You get some of the oak and the vanilla that comes with it from the barrel it was aged in, along with the stone fruits you'd associate with sherry. But the main course is an almost chewy roasted agave that brings out spices that range from what you'd find in mulled wine to a sumptuous dessert.

It starts with that agave, then at some point it feels like a small tremor rolls across your tongue to introduce that cinnamon, vanilla and pepper. It's like it's giving you something to think about at the end of each sip.





yahoo!life

May 2, 2025

Online Visits: 407,552,631

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Syndication from For The Win

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May 1, 2025

Online Visits: 664,007

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Tequila Partida Roble Fino Añejo Review

RATING	93
STYLE	<u>Tequila</u>
CLASSIFICATION	Añejo
PRODUCED IN	Mexico
ABV	45%
AVAILABILITY	Year Round
PRICE	\$130.00
REVIEWED BY	<u>Tim McKirdy</u>
REVIEWED	2025-04-30



Tequila Partida Roble Fino Añejo Review

Roble fino, roughly meaning “fine oak” in English, is a very accurate way to describe this añejo and the components that have most shaped its profile. Aged for 18 months in ex-bourbon casks, it then spent 5 months finishing in sherry-seasoned single malt Scotch barrels. That sherry influence shines from first sniff onto the finish, imbuing the spirit with decadent dried fruit notes and perfumed complexity. At 45 percent ABV, the proof is absolutely on point, helping to cut through its density and depth of flavor with a slight alcoholic heat and an overall sense of urgency (in the best possible way).

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May 1, 2025

Online Visits: 664,007

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The 30 Best Tequilas for 2025

The Best Tequilas Over \$100

Tequila Partida Roble Fino Añejo



“Roble fino,” roughly meaning “fine oak” in English, is a very accurate way to describe this añejo and the components that shape its profile. Aged for 18 months in ex-bourbon casks, it then spends five months finishing in sherry-seasoned single malt Scotch barrels. That sherry influence shines from first sniff onto the finish, imbuing the spirit with decadent dried fruit notes and perfumed complexity. At 45 percent ABV, the proof is absolutely on point, helping to cut through its density and depth of flavor with a slight alcoholic heat and an overall sense of urgency (in the best possible way).

Average price: \$130

Rating: 93

SEE REVIEW

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THE SPILL

BY INSIDEHOOK

May 1, 2025

Newsletter Subscription: 618,973

ANOTHER ROUND



PARTIDA IS THE SINGLE MALT OF TEQUILAS

What does the "highest-rated tequila in the world" actually taste like?

TAKE APART

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CULTIVATE YOUR MESSAGE



2025 Summer Issue

Print Circulation: 141,774

Whisky ^{121 WHISKIES REVIEWED INSIDE!} ADVOCATE

Whisky ^{121 WHISKIES REVIEWED INSIDE!} Tequila Reviews **ATE**



94 Tequila Partida Roble Fino Ex-Sherry Single Malt Scotch Cask-Finished Añejo, 45%, \$150

The nose offers richly layered sweetness featuring fruits, nuts, caramel, treacle, and nougat. The honeyed sweetness continues on the viscous and textured palate. The pretty baking spices and drying oak bring balance on the warming finish. With 18

months in bourbon barrels and an additional 5 months in sherry-seasoned single malt casks, this is delicious, but perhaps better suited to whisky drinkers than agave purists. (Release date: 2020)—JL



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2025 Summer Issue

Print Circulation: 141,774

Whisky ^{121 WHISKIES REVIEWED INSIDE!} ADVOCATE

Whisky ^{121 WHISKIES REVIEWED INSIDE!} ADVOCATE

Changing Bases

Despite their differences, agave and grain can be used to make the same drinks

Jalisco Summer

Created by Lauren Castano, head bartender, Baja Cafe, Deerfield Beach, Florida

“The citrus and sweetness of a Sour work beautifully with agave,” Castano says. Here, reposado tequila adds the richness of oak and spice from

the barrel to bubbles that keep things refreshing.

- 2 oz. Partida reposado (or other reposado tequila)
- 1 oz. fresh grapefruit juice
- 1 oz. Aperol
- 1 pinch salt
- 2 oz. sparkling mineral water
- 1 barspoon Luxardo cherry syrup
- 3 dashes El Guapo Cuban bitters
- Cherry and dehydrated orange wheel for garnish

Fill a Highball glass with ice. Add tequila, grapefruit juice, Aperol, and salt, and top with sparkling mineral water. Add cherry syrup and gently stir to combine, about 5 seconds. Top with El Guapo Cuban bitters and garnish with cherry and dehydrated orange wheel.



RAIL JOURNEYS AT 19TH HOLES

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April 30, 2025

Online Visits: 2,136,005

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Robb Report

The 50 Greatest Tequilas of the 21st Century (So Far)

A ranking of the best bottles released over the last 25 years.

37 Partida RF Reposado



Photo : Partida

This is another tequila that proves that a sherry influence can indeed positively enhance the flavor of the spirit. RF stands for Roble Fino—in this case, that refers to a reposado tequila that was aged in bourbon barrels for six months and then another two months in sherry-seasoned barrels previously used to mature single malt scotch whisky. That unique combination of casks makes this one of the best aged expressions from Partida with notes of dried fruit, baking spice, dark chocolate, and roasted agave on the palate.

BUY NOW ON RESERVEBAR: \$129

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April 30, 2025

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Jonah Flicker

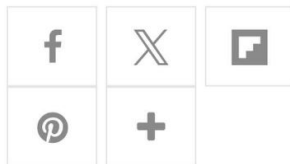
Whiskey critic for @robbreport. Writer for @esquire @mensjournal @vinepair @sothebys and other outlets. DM me for... more

robbreport.com/food-drink/spirits/lists/50-best-tequilas-21st-century-1236451829 + 4

The 50 Greatest Tequilas of the 21st Century (So Far)

A ranking of the best bottles released over the last 25 years.

By JONAH FLICKER



If you purchase an independently reviewed



jdflicker · [Follow](#)



jdflicker 1h

How do you pick the best 50 of anything? It ain't easy but this was a fun assignment for @robbreport. So much good tequila out there to choose from. You will disagree with some of these (or all of these), but that's part of the fun. Link in bio.



tequila_bk 22m

Great options!



Reply



nickstecher 28m

Damn!!!! That is a TOUGH assignment! I guess you just pick all your favs, see how close it is to 25 (over or under) and adjust. Still, seems like a monster challenge



18 likes

1 hour ago



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LUCAS BOLS



CULTIVATE YOUR MESSAGE

April 30, 2025

Online Visits: 618,973

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INSIDEHOOK

Partida Is the Single Malt of Tequilas

What does the “highest-rated tequila in the world” actually taste like?



Tequila Partida Roble Fino Reposado, a sherry- and single malt-influenced tequila

Tequila Partida

What we're drinking: Various releases from Tequila Partida

Where they're from: Named in honor of third-generation agave farmer Enrique Partida, this namesake brand is an additive-free, estate-grown tequila from The Lucas Bols Company.

Why we're drinking these: Partida has touted itself as “the world’s highest rated tequila,” and while I can’t vouch for that claim, the brand *has* racked up a ton of honors, including a best tequila in the world win for the brand’s reposado. So when we had a chance to talk to Master Tequilero José Valdez, currently celebrating 20 years with Partida (he was there when the brand launched), we jumped at the chance.

“I was a tequila aficionado in college, but I wasn’t like a third-generation tequila maker,” Valdez says. “I’d visit other distilleries, but I was starting from scratch. In those years, there wasn’t a university that taught you how to produce. So I hired a guy who had worked 40 years in another big brand, who was retiring. He was like, ‘Okay, I’m still young. I can teach somebody new.’”



Partida offers a pretty wide range of tequilas, including the standard fare (blanco, reposado, añejo), two unique cristalinos (including one that spends extra time in ex-sherry casks), a 48-month aged extra añejo and two releases that undergo a second maturation in ex-sherry casks that also previously held some pretty high-end Scotch. So this isn't your tequila for Margaritas or Palomas, although the blanco does a good job in those classic drinks. But we like to think of these releases as a little closer to single malts. Let's dive in.

How they taste:

- **Reserva Blanco (40% ABV):** Sweet, a bit dry and not quite as peppery as other blancos. A nice bit of citrus rounds it out, with the cooked agave and earthiness shining through.
- **Roble Fino Reposado (43% ABV):** Aged for at least six months in ex-bourbon barrels before it's aged for two months in ex-single malt, sherry-seasoned casks. While the cooked agave is thankfully still present, you'll find a nice balance of vanilla, banana, honey and dried fruits, with the sherry making most of its impact on the nose.
- **Roble Fino Añejo (45% ABV):** Partida's Añejo (aged 18 months in ex-bourbon barrels) is finished for an additional five months in ex-single malt, sherry-seasoned casks. The toasted oak is more present here, along with hints of cocoa. Surprisingly, the citrus notes make a little return as well. A bit more sherry-forward, it's warm and inviting on the palate and ideal for Scotch drinkers



Partida's Master Tequilero José Valdez

Partida



Fun fact: The brand launched a single barrel añejo program last November. “It’s more common in the bourbon world,” Valdez says, who narrowed the barrel choices for bar and high-end consumers down to 30 that each offer a “unique and different tasting profile.”

Where to buy: You can find Tequila Partida in stores and online for \$43 to \$364.



Tequila Partida

[BUY HERE](#)



April 29, 2025

Online Visits: 618,973

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INSIDEHOOK

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



Partida Roble Fino

Partida

Partida

Partida is an additive-free tequila and touts itself as the “highest-rated tequila in the world.” Their Roble Fino reposado release is fascinating: A tequila from Mexico aged in ex-bourbon barrels from the U.S. along with a finish in ex-single malt, sherry seasoned casks (taking it one step further, there’s also a Cristalino variation). And it somehow works.

LUC
BOLS

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April 25, 2025

Newsletter Subscription: 50,000

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Distillery ^{modern} Age



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on two tequilas and an Italian liqueur.

All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.

The panelists vary with each panel but often include: Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), Frank Whitman (food & drinks writer), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers & StateWays*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Tequila Partida Añejo, 40%

La Auténtica Tequila, Jalisco, Mexico, ~\$62

Imported by Lucas Bols USA; aged for 18 months

Gold with an aroma of agave sweetness, oak, chocolate, vanilla, black pepper and dried fruits. In the taste are agave sweetness, vanilla, caramel, spices, black and green peppers, black pepper, oak, baking spices and chocolate. A full body. Finishes rich with oak, spices and agave sweetness.



Bols Blue 1575

Lucas Bols in the Netherlands has released Bols Blue 1575 (29.5% ABV), a super-premium Blue Curaçao created to celebrate 450 years of cocktail innovation.



Originating from the Caribbean Island of Curaçao, Blue Curaçao is traditionally made from the dried peels of the Laraha fruit, a bitter citrus native to the region. These peels are steeped in alcohol to extract their signature citrus aroma and flavor, complemented by a blend of herbs and spices.

A 700-ml bottle sells for about \$35.

Tequila Partida Roble Fino Añejo Sherry Oak Finish, 45%

La Auténtica Tequila, Jalisco, Mexico, ~\$155

Imported by Lucas Bols USA; Partida's Añejo, aged 18 months in ex-bourbon barrels with an additional five months in ex-single malt, sherry-seasoned casks.

Gold with an aroma of oak, agave sweetness and dark chocolate, plus sherry sweetness. In the taste are agave and sherry sweetness, dried fruits, toasted oak, oranges, black pepper and chocolate. A full body. Finishes with all the above plus alcohol warmth.



LUCAS BOLS

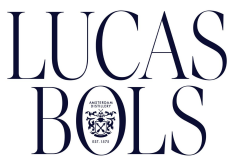


April 24, 2025
Print Circulation: 5,000
Online Visits: 11,640
[Click to view article](#)

TEQUILA'S TO CELEBRATE CINCO DE MAYO WITH



Tequila Partida - Tequila Partida is an authentic, all-natural and the original additive-free estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida "the finest tequila that money can buy," according to F. Paul Pacult, the leading spirits authority in America. Partida is the world's highest rated tequila. In 2024, the Roble Fino Añejo was recognized as "the best tequila under \$150" by Wine Enthusiast. \$41.99 to \$139.99.





April 23, 2025

Online Visits: 5,000

[Click to view article](#)

Añejo Smash

Anejo Smash

Añejo Tequila / Grand Marnier / Agave Syrup / Mint leaves / Lemon wedges



< || >

Main Spirit

Rum - Aged

Difficulty

Easy

Technique

Shaken

With the Añejo Smash, you discover what happens when the Margarita grows up. With Añejo Tequila, Grand Marnier, Agave Syrup, fresh Mint and lemon wedges, this is a cocktail that demonstrates what happens when aged Tequila gets a splash of minty freshness.

Ingredients

1,5 oz. [Partida Añejo Tequila](#)

0,5 oz. [Grand Marnier](#)

0,75 oz. [Agave Syrup](#)

6-8 [Mint leaves](#)

4 [Lemon wedges](#)

Glass

Rocks

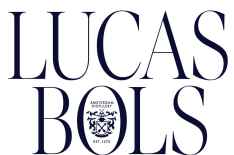
Display: **oz.** ml.

Instructions

Combine all ingredients in a shaker with ice. Shake, strain into a rocks glass packed with crushed ice.

Garnish

Mint sprig





April 21, 2025

Online Visits: 173,069

[Click to view article](#)

STUPIDDOPE

Raise a Glass This Cinco de Mayo with Tequila Partida: The Ultimate Premium Pour



Cinco de Mayo is more than just a day on the calendar—it's a vibrant celebration of culture, resilience, and, of course, great taste. No fiesta feels complete without the perfect tequila to bring people together, whether it's poured neat, mixed into a fresh margarita, or elevated into a creative cocktail. As the festivities approach, there's no better time to explore one of the most authentic and highly praised tequilas on the market: Tequila Partida.

Renowned for its commitment to tradition, purity, and quality, Tequila Partida is redefining what it means to sip and savor tequila. Made from 100% blue agave in Mexico's historic Tequila Valley, each bottle embodies centuries of craftsmanship and modern innovation, offering a clean, complex experience that honors its roots while appealing to contemporary palates.



If you're looking to take your Cinco de Mayo celebrations to the next level, Tequila Partida should be at the center of your lineup.





The Craft Behind Tequila Partida

At a time when many tequila brands chase flashy marketing and trendy gimmicks, Tequila Partida stays true to its origins. It's one of the few premium tequilas that remains additive-free, ensuring that every flavor note you taste comes straight from the agave and the meticulous process behind it—not from added sugars, flavorings, or artificial enhancements.

The production process is a masterclass in tradition and attention to detail. From carefully cultivating and harvesting estate-grown blue agave to slow-cooking the piñas, through distillation and aging in carefully selected barrels, each step is executed with precision. This dedication results in a tequila that's smooth, nuanced, and endlessly sippable.

In fact, leading spirits critic F. Paul Pacult calls Tequila Partida “the finest tequila that money can buy,” and with accolades piling up year after year—including being recognized by *Wine Enthusiast* in 2024 for producing “the best tequila under \$150”—it's clear the brand delivers on every level.

Meet the Lineup: Essential Bottles for Your Celebration

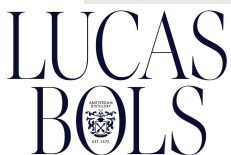
For those planning a Cinco de Mayo gathering or simply looking to enjoy a bottle with friends, Tequila Partida offers a diverse range of options that cater to every preference.

La Familia Blanco (SRP: \$41.99)

Fresh, vibrant, and unaged, this Blanco expression captures the true essence of blue agave. It's the go-to for crafting classic margaritas or sipping neat when you want to taste the agave in its purest form.

La Familia Reposado (SRP: \$50.99)

Aged in ex-bourbon barrels, the Reposado brings a soft warmth to the table. Vanilla, almond, and honey notes make it a fantastic choice for sipping on its own or mixing into elevated cocktails like a Reposado Old Fashioned.





La Familia Añejo (SRP: \$58.99)

For those who appreciate a richer, more developed flavor profile, the Añejo offers layers of dried fruit, cinnamon, and caramelized sugar. Perfect for contemplative sipping.

La Familia Cristalino Añejo (SRP: \$60.99)

For a crystal-clear spirit that doesn't sacrifice complexity, this Cristalino is filtered for clarity but retains all the character of an aged tequila. Expect subtle oakiness balanced by a clean, smooth finish.

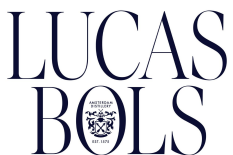
Roble Fino Series

The Roble Fino range is where Tequila Partida takes luxury to another tier, merging tequila craftsmanship with barrel-aging expertise.

- Roble Fino Reposado (SRP: \$139.99)
- A refined expression that deepens the Reposado experience with robust notes of toasted oak and vanilla.
- Roble Fino Añejo (SRP: \$129.99)
- Hailed as “the best tequila under \$150,” this Añejo delivers a bold symphony of flavors—perfect for slow sipping and special toasts.
- Roble Fino Cristalino Reposado (SRP: \$119.99)
- This Cristalino offers an exquisite blend of smoothness and complexity, ideal for those who want something unexpected yet familiar.

How to Celebrate in Style

Cinco de Mayo celebrations should be anything but ordinary. With Tequila Partida, there's no need to mask the spirit's flavor behind excessive mixers or sugary additives. Whether you're preparing a straightforward Paloma, a crafted Reposado Sour, or simply serving the tequila with a quality ice cube and an orange peel twist, each pour brings sophistication and authenticity to the table.





If you're hosting a party, consider offering a tasting flight that moves from the crisp brightness of the Blanco to the deep richness of the Añejo, allowing guests to experience the full spectrum of Tequila Partida's artistry. It's a simple yet memorable way to turn a casual gathering into an immersive experience.

Or, if a quieter celebration is on the menu, a glass of Roble Fino Añejo, paired with good conversation and a sunset view, may be all you need.

In a world overflowing with tequila choices, Tequila Partida stands tall by focusing on what matters most: quality, authenticity, and tradition. This Cinco de Mayo, skip the gimmicks and choose a tequila that respects both the craft and the celebration itself.

For those ready to elevate their experience, Tequila Partida offers more than just a drink—it offers a moment worth savoring.

To learn more or find where to purchase Tequila Partida, visit [Tequila Partida's official site](#).



Raise a Glass This Cinco de Mayo with Tequila Partida: The Ultimate Premium Pour

LUCAS
BOLS



GOOD SPIRITS NEWS

April 17, 2025

Online Visits: 5,000

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GSN Review: Partida Roble Fino Tequila Anejo



When Partida’s Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world’s finest Single Malts. He envisioned a product that combines Single Malts Best in Cask Management and Tequila. From this vision came Roble Fino, meaning Fine Oak.

Roble Fino Añejo begins with Partida’s Añejo which is aged for an extensive 18 months in ex-bourbon barrels. This then continues its finishing for an additional 5 months in ex-single malt, sherry seasoned casks from an authentic Scotch Whisky. The tequila is

finished at 45% ABV, bringing together the two worlds in harmony.

GSN’s Remarks: An almost effervescent aroma entices with a fantastic nose rich with lovely sherry high notes and a whisper of Scotch. A very light entry with a rush of sweet agave, followed by the richness of sherry makes this a dessert spirit. An easy-going mouthfeel and an exceptionally long finish are foreshadowed by a honeyed, fruity warmth. This is a true gem of a tequila, and a tribute to the blender’s craft. **GSN Rating: A++**

For more information go to: [Partida Tequila](#)



April 9, 2025

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10 posts

414 followers

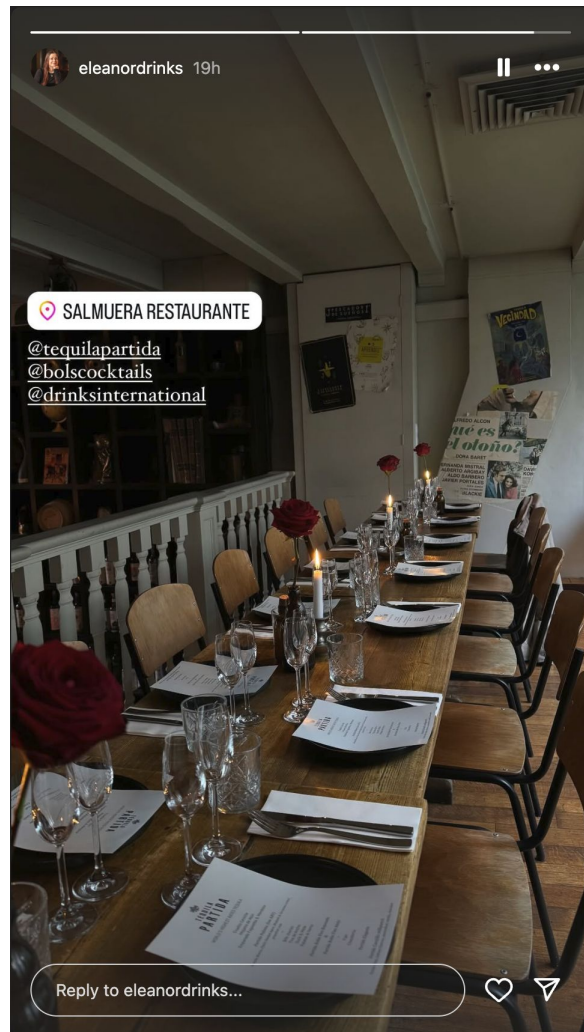
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WSET Level 2 Wine & Spirits 🍷

drinksint.com/news/fullstory.php/aid/11630/India_Bartender_Week_founders_reflect_on_



LUCAS BOLS



The Tequila & Mezcal Masters 2025 results

Kiely was fond of Master-winning Partida Roble Fino Añejo: “Bold nose – citrus, caramel, agave, oak. Palate is equally big – warming spice, tannins, caramel, vanilla and agave sweetness. Really delicious – a Tequila for whisky lovers. Stunning.” Casa Azul Orgánico Tequila Añejo was the fifth Master winner in the round.

The final Master in the flight was Kah Añejo. Smith likened it to a Cognac, praising it for being “chocolatey” with a “lovely richness and lots of oily notes”. Five Golds were also awarded in the flight. Among them were Partida Cristalino Añejo, said to have a “distinct acid profile of a clean cristalino with the floral honeyed notes of an aged Tequila” and Casamigos Añejo Tequila, which offered an aroma of “vanilla, caramel and lightly vegetal”.

100% Agave Tequila – Ultra-Premium Blanco

Company	Product	Medal
Tequila Partida	Partida Blanco	Gold

100% Agave Tequila – Super-Premium Añejo

Company	Product	Medal
Tequila Partida	Partida Añejo	Silver

100% Agave Tequila – Ultra-Premium Añejo

Company	Product	Medal
Tequila Partida	Partida Roble Fino Añejo	Master
Tequila Partida	Partida Cristalino Añejo	Gold



March 25, 2025

Online Visits: 19,403

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DISTIL^{ER}



DETAILS

39 REVIEWS

COMMUNITY RATING

3.68 ★★★★★ (39)

Partida is known for having complete control over its production from field to bottle. The estate-grown agave used to make it is aged 7 - 10 years in a section near a dormant volcano in the Tequila Valley of Jalisco, Mexico. It's aged six months in ex-Jack Daniels barrels.

AGE

COST

ABV

NAS

\$ \$ \$ \$ \$

40.0

TEQUILA REPOSADO

DISTILLED FROM 100% BLUE WEBER AGAVE, IT IS AGED FROM 2 MONTHS UP TO A YEAR IN BARRELS NO LARGER THAN 20,000 L. ANY TYPE OF WOOD IS ACCEPTABLE, ALTHOUGH EX-BOURBON BARRELS ARE MOST COMMON. REPOSADO TRANSLATES TO "RESTED".

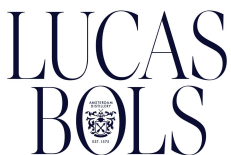
CASK TYPE

EX-JACK DANIEL'S BARRELS

TASTING NOTES

"Clean, fruity (pear, green apple, cantaloupe) flavors are accented with a subtle hit of white pepper, allspice, cardamom and cinnamon. A hint of green pepper enters the scene and leaves with a drop of vanilla, a sprinkle of salt and whiff of smoke. There's just enough influence from the oak to give it character without taking over. Everything tastes fresh, well rounded and very easy to sip."

ADDED BY [AMANDA SCHUSTER](#)
SCORE 92





March 21, 2025

Online Visits: 127,227,053

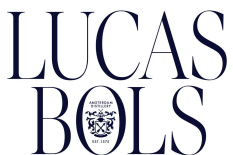
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The Hands-Down Best Tequila to Drink Now

Tequila Partida



If you're unfamiliar with Partida, there's some good news—you can order a sample kit of the brand's various tequila expressions from the website to try. If you like what you taste, and you very well may, there's a wide range of expressions to check out from this self-proclaimed additive-free brand. There are the usual blanco and aged tequilas, which are all quite good, and then there's a few more unusual ones. Roble Fino Reposado is the core reposado finished in sherry-seasoned casks formerly used to age single malt whisky (there's an añejo version of that tequila as well). And last fall, the brand announced the launch of its single barrel añejo program—check bars, restaurants, and stores in your area to see if they have it in stock.





Esquire

February 28, 2025

Online Visits: 13,047,128

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The 31 Best Tequila Brands to Drink In 2025

We're calling attention to the tequila makers who use traditional methods, plus the new-school brands worth trying.

Tequila Partida



If you're unfamiliar with Partida, there's some good news—you can order a sample kit of the brand's various tequila expressions from the website to try. If you like what you taste, and you very well may, there's a wide range of expressions to check out from this self-proclaimed additive-free brand. There are the usual blanco and aged tequilas, which are all quite good, and then there's a few more unusual ones. Roble Fino Reposado is the core reposado finished in sherry-seasoned casks formerly used to age single malt whisky (there's an añejo version of that tequila as well). And last fall, the brand announced the launch of its single barrel añejo program—check bars, restaurants, and stores in your area to see if they have it in stock.



TOTAL WINE

RESERVE BAR





CASSIUS

February 21, 2025

Online Visits: 42,949

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Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips

20. Partida – Margarita Azul



Source:Partida

Ingredients:

45ml [Partida](#) Blanco

30ml [Bols](#) Blue Curacao

25ml Fresh lime juice

10ml Sugar syrup






Method:

Shake ingredients over ice and serve in a margarita glass. Salt or sugared rim is optional.

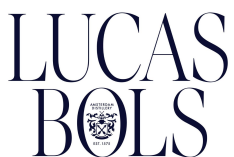
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	<p>February 21, 2025</p> <p>Online Visits: 33,956</p> <p>Click to view article</p>
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Syndications from Cassius





February 19, 2025

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Spicy, Fruity, & Traditional Margarita Recipes To Celebrate National Margarita Day

Margarita Azul

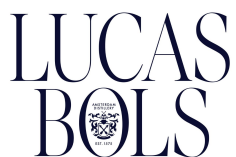
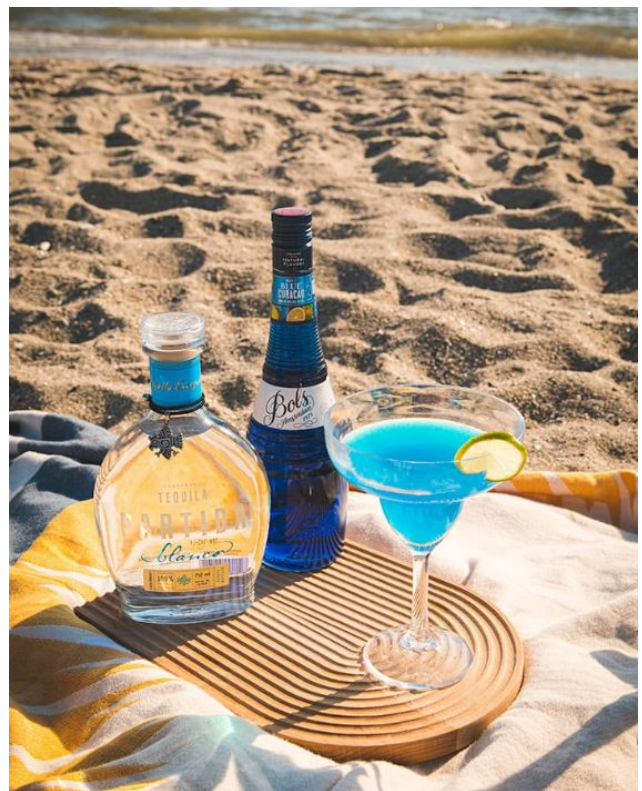
Ingredients

45ml **Partida Blanco**

30ml **Bols Blue Curacao**

25ml Fresh lime juice

10ml Sugar syrup





February 19, 2025

Online Visits: 953,553

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Expand your palate with these unusual twists on the Margarita

See how the classic margarita can be adapted for every preference

La Margarita



Ingredients:

- 2 oz Partida Blanco
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

Method:

Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime



Margarita Azul



Ingredients:

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



yahoo!life

February 19, 2025

Online Visits: 407,199,536

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Syndication from The Manual





CASSIUS

February 14, 2025

Online Visits: 42,949

[Click to view article](#)

Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025

12. Pink Paloma



Source: Partida

Ingredients:

2 oz [Partida](#) Blanco

1 oz Ruby Red Grapefruit Juice

0.5 oz Fresh Lime Juice

0.5 oz Simple Syrup

1.5 oz Grapefruit Soda

Directions: Add ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass over ice, add soda, and stir. Garnish with a grapefruit wedge.

LUC
BOLS

15. Raspberry Collins by Fluere



Source:Fluère

Ingredients:

60 ml **Fluere** Raspberry Blend

20 ml Simple Syrup

30 ml Lemon Juice

Top with soda water

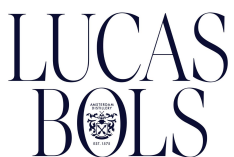
Garnish: Raspberries and Fresh Mint Leaves

Directions: Add all the ingredients into a chilled highball glass with ice. Add Soda Water last, stir and garnish with raspberries and fresh mint leaves.



	<p>February 14, 2025</p> <p>Online Visits: 60,048</p> <p>Click to view article</p>
	<p>February 14, 2025</p> <p>Online Visits: 33,956</p> <p>Click to view article</p>
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	<p>February 14, 2025</p> <p>Online Visits: 45,773</p> <p>Click to view article</p>

Syndications from Cassius





February 12, 2025

Online Visits: 38,209

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THE KNOCKTURNAL

The Knockturnal's Valentine's Day Cocktail And Spirits Roundup

Margarita Azul



Ingredients

- 45ml **Partida Blanco**
- 30ml **Bols Blue Curacao**
- 25ml Fresh lime juice
- 10ml Sugar syrup

LUCAS
BOLS





La Margarita



Ingredients

- 2 oz **Partida Blanco**
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

Method: Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.



February 4, 2025

Followers: 5,000

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Americans Love Patrón, but These 10 Tequilas Are Superior

#1 Tequila Partida Reposado

- **ABV:** 40%
- **Flavor and notes:** Caramel, florals, spice, butter, honey
- **Price:** \$55.00

Tequila Partida Reposado

This is one of the most popular “reposado” tequilas on the market. It is aged in whiskey barrels using ten-year-old agave which makes it a fantastic option for cocktails.



February 2025 Issue

Print Circulation: 41,000



ROSA

2 oz. Partida Blanco
1 ½ oz. guava nectar
½ oz. strawberry purée

½ oz. fresh lime juice
1 ½ oz. sparkling rosé
3-5 fresh strawberries

Method: Muddle the fresh strawberries in a cocktail tin, and then combine all the ingredients except the sparkling rosé. Shake and strain into a wine glass. Top with the sparkling rosé and garnish with upward cut strawberries.





January 31, 2025

Online Visits: 1,308,616

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5 Perfect Cocktail Recipes to Shake Up National Margarita Day

National Margarita Day is on February 22.

Margarita Azul

Ingredients

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



La Margarita

Ingredients

- 2 oz Partida Blanco
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

Method: Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.





January 8, 2025

Online Visits: 480,560

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In each issue, Tasting Panel publisher/editor-in-chief Meredith May selects her favorite wines and spirits of the moment. Check here for the latest arrivals in our offices, the hottest new brands on the market, and an occasional revisited classic.

Publisher's PICKS




Tequila Purida Noble Fino Añejo, Mexico (\$149) Mysterizing aromas of orange peel and mango are wrapped in saffron and poana cake on the nose of this dynamic 90-proof tequila. A heat wave begins with jagero-spiced tropical fruit that soon dissipates and smooths out, unveiling mandarin orange and dried mango before the frisky of black pepper, tobacco leaf, and sweet tea. 96

by
JUDITH
 HOW MIJENTA IS MAKING ITS MARK ON THE BOOMING TEQUILA MARKET

LUCAS BOLS





December 20, 2024

Listenership: 30,000

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Podcast

Understanding the Artistry of Tequila Partida's Single Barrel Program

We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme

By: Tiff Christie | December 20, 2024

For years, the Whiskey industry (both with an 'e' and without) has been innovating and keeping consumers intrigued by using Single Barrel programs.

Now, Tequila distillery Partida, the original additive-free Tequila, has announced that Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo for a single-barrel programme of their own.

Each barrel will have unique tasting notes, making each one special and highly collectable for tequila aficionados.

To find out more, we talk to Valdez about barrels, barrel sections and what this new programme will mean for consumers.



Understanding the Artistry of Tequila Partida's Single B Cocktails Distilled



00:00 | 33:08



1x



More Info

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To find out more, go to partidatequila.com

If you are intrigued to taste the barrel that Total Wine selected, go to totalwine.com



00:01:36 – Now, for those who don't know, explain to us what a single barrel program actually is.

00:02:11 – Now you've been distilling for 20 years, which is quite a milestone. What made you want to celebrate that with this program?

00:04:09 – So, just in regards to the barrels themselves, are you using speciality barrels for this, or are you using the same ones that you would normally use?

00:05:30 – Tell us a little bit more about your Añejo. You mentioned how long it's aged for, but what sort of flavours and notes can people expect from liquid?

00:06:57 – If people know you're in the Añejo and have drunk it before. What difference in flavour will they find with this single-barrel program? What change does that first tequila in the barrel make to it?

00:09:14 – You mentioned earlier that there will be a difference in flavour between barrels. How extreme is that?

00:10:51 – Is it true to say that the liquid that you'll be releasing through this single-barrel program is not typical tequila?

00:11:26 – Take us through some of the benefits that the single barrel program will have for retailers and restaurants or bars.

00:14:49 – What sort of advantage do you think it gives retailers and restaurants that they have actually bothered to do this?





00:15:16 – Why did you develop two experiences? Wouldn't it have been equally as easy just to send the sample? You know your reps with the samples out. Why did you develop two versions?

00:17:56 – From the time that somebody has picked their barrel to when they receive the bottles, what sort of timeline are we looking at?

00:19:47 – Talk us through how somebody should pick their barrel. What should they be looking for in a barrel?

00:22:37 – Obviously, the advantage to consumers is the uniqueness of these offerings. How important do you think uniqueness is to modern consumers, especially tequila drinkers?

00:26:41 – Tell me how do you think programs like yours will affect the tequila or wider agave industry.

00:28:53 – Do you think this program will start to bring people who normally drink whiskeys and bourbons to Tequila?

00:30:51 – Obviously, this is available to retailers and restaurateurs in the US, but is it available to people overseas, in Europe and Asia?

[Read Full Transcript](#) ✓





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New podcast

We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme

Podcast [in bio](#)



tequila_bk 2h

Thanks again Tiff for the opportunity to raise awareness towards Partida's Single Barrel Añejo Program!

1 like Reply

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December 20, 2024

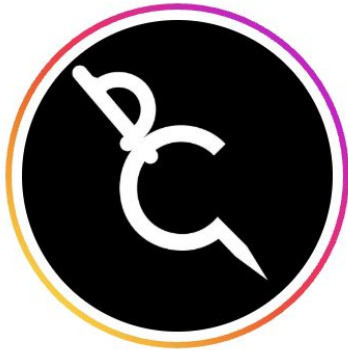
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We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme #Tequila #singlebarrelprogram #añejo



tequila_bk 2h

Thanks again Tiff for the opportunity to raise awarness towards Partida's Single Barrel Anejo Program!



1 like Reply

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2 likes

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Add a comment...





December 15, 2024

Online Views: 10,554

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Raise a Glass or Bring a Gift and Say Cheers!

Tequila Partida Anejo (SRP \$53.99) Tequila Partida is an authentic, all-natural and the original additive-free estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. This anejo has intense golden color with tones of bronze. Clean and full bodied. Refined aromas of oak, chocolate, dry fruits and butter. A pleasant spice at the tongue, it has flavors of black and green pepper, white oak, vanilla, and maple honey. Although it has 18 months of aging the flavor of agave is still present.

Website: [World's Highest Rated Tequila – Tequila Partida – Partida Tequila](#)

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December 13, 2024

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John Hughes he/him


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Podcast


Just another middle-aged white guy with a beard and a whiskey-ish podcast. DM me if you want

to join me for an episode


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📌 Dive into the world of tequila with Jose from @tequilapartida! Discover the art of distillation, the importance of quality, and what makes Tequila Partida stand out. 🧠🍷 @tequilapartida @colangelopr #TequilaTalks #EmbellishPod #TequilaPartida #CraftSpirits #AuthenticTequila #TequilaPartida #NaturalIngredients #TequilaLovers #CraftSpirits #DrinkResponsibly #TequilaCulture #PremiumSpirits #SustainableSpirits #NoAdditives



tequila_bk 23h
Thanks again John for the opportunity for Partida!

8 likes
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13 Tequila Bottles For The Holidays And Beyond

Tequila makers are turning out some amazing liquid that is overflowing with flavors and is the ideal gift to give someone this holiday season or beyond.

Tequila Partida Roble Fino Reposado

This tequila combines Reposado aged in ex-bourbon barrels with a unique finish in sherry-seasoned casks. Offering notes of cooked agave, vanilla, dried fruits, and maple syrup, it blends Scottish cask refinement with Mexican tradition. Known as the "Single Malt of Tequila," it's perfect for sophisticated palates. You can pick up one [here](#) for \$119.00.

BevNET Announces Nominees for 2024 Spirits Awards

The Full List of BevNET 2024 Spirit Awards Nominees:

- Bols
- Fluère
- Tequila Partida



December 12, 2024

Online Visits: 1,663,453

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7 days ago

A Deep Dive with Jose Valdez of Tequila Partida

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In this episode of the Embellish Pod, I had the pleasure of speaking with Jose Valdez, the Maestro Tequilero and guardian of quality at Tequila Partida. This episode is a deep dive into the world of tequila, exploring everything from the cultivation of agave plants to the intricate details of the distillation and aging processes.

Introduction

The episode kicks off with a brief introduction about the podcast and where listeners can find it. I then introduce Jose Valdez, who provides a fascinating overview of his role at Tequila Partida and his journey into the tequila industry.

Jose Valdez's Journey

Jose shares his background, starting from his studies in industrial engineering to his initial work in the manufacturing electronic industry. Dissatisfied with his career, he sought a more fulfilling path and found his way into the tequila industry. He recounts meeting Gary Shasby, an American investor looking to create a new tequila brand that would compete with the likes of Patron and Don Julio but with a more authentic and natural approach.

The Essence of Authentic Tequila

Jose explains the concept of "additive-free" tequila, a cornerstone of Tequila Partida's philosophy. He elaborates on the Mexican laws that allow up to 1% of additives in tequila and how Tequila Partida chooses to go beyond these regulations to create a more natural product.

The Tequila-Making Process

We delve into the detailed process of making tequila, starting with the cultivation of the Blue Tequilana Weber agave plant. Jose explains the importance of the plant's maturity, the harvesting process, and the subsequent steps of cooking, milling, fermentation, and distillation. He emphasizes the significance of using fresh agave and the unique volcanic water from Tequila Valley, which contributes to the distinct flavor profile of Tequila Partida.

Fermentation and Distillation

Jose provides insights into the fermentation process, highlighting the use of natural yeast and the importance of fermentation time in developing the tequila's flavor. He also discusses the distillation process using pot stills, which helps in maintaining the quality and consistency of the final product.

Aging and Barrel Selection

We explore the aging process of tequila, where Jose explains the use of ex-bourbon barrels and the meticulous selection process for creating their aged products. He shares the challenges and intricacies of barrel aging, including the impact of climate and barrel position on the final flavor.

Single Barrel Añejo Project

Jose introduces Tequila Partida's Single Barrel Añejo project, a special initiative to celebrate their 20th anniversary. He describes the rigorous selection process for these unique barrels and the opportunity for consumers to experience a one-of-a-kind tequila.

Personal Connection to Tequila

Towards the end of the episode, Jose shares his personal connection to tequila, recounting memories of his father enjoying tequila on Sundays and how this influenced his respect and passion for the spirit.

Conclusion

We wrap up the episode with a heartfelt thank you to Jose for sharing his extensive knowledge and passion for tequila. This episode offers a comprehensive look into the world of Tequila Partida and the dedication to quality that sets them apart in the industry.

Tune in to this episode to gain a deeper appreciation for tequila and the artistry behind Tequila Partida. Whether you're a tequila aficionado or a curious newcomer, this episode is packed with valuable insights and fascinating stories.

- 00:00:00 - **Introduction and Subscription Request**
- 00:00:32 - **Guest Introduction: Jose from Tequila Partida**
- 00:01:16 - **Jose's Role and Title: Maestro Tequilero**
- 00:02:17 - **Jose's Background and Journey to Tequila Partida**
- 00:05:10 - **Authenticity and Additive-Free Tequila**
- 00:07:09 - **Overview of Tequila Production Process**
- 00:12:07 - **Challenges of Agave Cultivation and Sourcing**
- 00:16:16 - **Changes in the Tequila Industry and Consumer Trends**
- 00:19:29 - **Focus on Quality and Freshness in Agave Selection**
- 00:21:03 - **Cooking and Milling Process**
- 00:25:20 - **Importance of Water in Tequila Production**
- 00:28:01 - **Fermentation Process and Yeast Management**
- 00:32:01 - **Distillation Process and Consistency**
- 00:36:03 - **Deciding Between Blanco and Aged Tequila**
- 00:38:14 - **Aging Process and Barrel Selection**
- 00:41:04 - **Single Barrel Añejo Project**
- 00:45:02 - **Batching and Blending for Consistency**
- 00:49:59 - **Jose's Personal Connection to Tequila**
- 00:53:41 - **Conclusion and Appreciation**



December 12, 2024

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A Deep Dive with Jose Valdez of Tequila Partida



Alcohol Gift Guide 2024: The best Scotch to beer to THC (and more) to buy for the holidays

For someone looking to straddle the line between fancy whiskey and fancy tequila: Roble Fino Reposado



Roble Fino isn't cheap. The bottle reflects this; it's big, wears a scarf and is heavy as hell. At more than \$100 for the sherry oak finished reposado, you're making an investment here.

But the Tequila Partida offshoot stands up as a sipper. It's a track workout through a lineup of flavors — some you jog through, others you sprint. It's lowkey and intense at the same time.

From an upcoming review:

It pours with a pleasant rich amber color that suggests a fair amount of time in the sherry casks advertised on the label. It smells floral and fruity with a little bit of cinnamon heat at the end. There's a little boozy harshness, however, that gives you fair warning you're dealing with a full bodied spirit.

Despite that, it's smooth up front, giving off hints of agave and sweetness before, boooooom. There's a wave of spice and sugar and pepper and cinnamon and, friends, it is a lot all at once. I mean this is a good way. It hits the tip of your tongue as a pleasant little tequila and leaves as a complex beast.

You get some of the oak and the vanilla that comes with it from the barrel it was aged in, along with the stone fruits you'd associate with sherry. But the main course is an almost chewy roasted agave that brings out spices that range from what you'd find in mulled wine to a sumptuous dessert.

It starts with that agave, then at some point it feels like a small tremor rolls across your tongue to introduce that cinnamon, vanilla and pepper. It's like it's giving you something to think about at the end of each sip.



December 7, 2024

Online Views: 405,231,311

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Syndication from For The Win

10 Best Tequilas for Holiday Gifting in 2024

Partida Tequila Roble Fino Añejo (\$145)



(Photo: Tequila Partida)

[Buy Now](#) | [See What The Critics Think](#)

Partida Roble Fino Añejo spends its first 18 months in ex-Jack Daniel’s whiskey barrels before resting an additional five months in ex-single malt, sherry-seasoned casks. The double whammy of oak is bottled at a neat 45% ABV.

It comes as no surprise that this boasts tons of scotch influence. The nose draws you in with Christmasy bites of nutmeg, butterscotch, potpourri and tropical fruits. The palate and finish are much the same, making room for flavors of leather and roasted nuts that work excellently sipped at a slow pace. For the discerning whiskey lover with a few bucks to spare, Roble Fino Añejo won’t steer wrong.

Instagram

December 5, 2024

Followers: 34,400

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Grungy Gentleman

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@jacelipstein american designer #sixstripes

Proud father. Family first.

bio.site/grungygentleman



From Classics to New Faves: Spirits Worth Gifting in 2024

Partida Blanco Tequila



The original additive-free tequila. In 2023, Partida was awarded The Fifty Best's Gold Medal for 'Best Blanco Tequila. A wide and complex variety of herbal, earthy, and citrus notes dominate. There are hints of tropical fruits, vanilla, cooked agave, sweet potatoes, black pepper, volcanic minerals, and grapefruit.



December 4, 2024

Online Visits: 5,000

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New Reviews for December 4, 2024

Spirits Reviews

Partida Añejo, 100% Agave Tequila

Brilliant, medium golden color. The aromatics are very intense, offering aromas of pickle barrel, oak, and apricot stone with supporting notes of agave, caramel, dried fruits, and baking spices. The palate is in full agreement with the nose, delivering a baked agave-driven core with supporting flavors of black pepper, charred oak, vanilla bean, and honey. The finish is long and lingering. Medium to full-bodied and favorably balanced with a supple texture.

\$53.99 – **4 Stars**

December 1, 2024

Online Visits: 5,000

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GRUNGY GENTLEMAN

2024 Holiday Gift Guide | Grungy Gifts



Partida, \$140



December 2024 Issue

Print Circulation: 47,058

MARKET INTELLIGENCE ON SPIRITS, WINE AND BEER **DECEMBER 2024**

MARKET WATCH

J. LOHR VINEYARDS & WINES

**A CENTRAL COAST PIONEER
CELEBRATES 50 YEARS
OF WINEMAKING**

Lucas Bols Tequila Announces Single Barrel Program

Tequila Partida, part of the Lucas Bols Co., is kicking off a new program offering single barrel añejo Tequilas. Available to bars, restaurants, and retailers, the new initiative is starting with 30 barrels, with each yielding roughly 330 750-ml. bottles. Businesses that purchase two or more barrels will be invited to visit Partida in Tequila for a hands-on tour of the agave fields and the distillery before meeting with Master Tequilero José Valdez to select individual barrels. For those looking for one barrel, the selection process will happen through tasting kits offered by Lucas Bols' sales managers. Partida's single barrel añejo Tequila is bottled at 40% abv and will be \$59 a 750-ml. at retail.

2024 LEADERS ROUNDUP • IMPACT SEMINAR IN REVIEW

'S TOUGH CLIMB



GSN Review: Partida Anejo Tequila



Tequila Partida is an authentic, all-natural, estate-grown premium tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region.

From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida “the finest tequila that money can buy,” according to F. Paul Pacult, the leading spirits authority in America.

Partida Añejo is aged for at least 18 months and distilled from 100% blue Weber agave and aged in barrels not to exceed 600 liters.

GSN's Remarks: Nice oaked nose with a deep and enticing agave base. Round, open, buttery blend of wood and fresh veg perfume. Exquisitely smooth entry on the tongue with a richly flavored profile. The wood has smoothed out any potential rough edges, while the tannins add a crisp dryness to the front of the palate. The body is medium-light, and the finish is extensive, ending on a slightly peppery note. A true gem that highlights the spirit of Mexico. **GSN Rating: A+**

For more information go to: [Partida Tequila](#)

#PartidaTequila

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Tequila Partida is an authentic, all-natural, estate-grown premium tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida "the finest tequila that money can buy," according to F. Paul Pacult, the leading spirits authority in America. ...

<https://goodspiritsnews.wordpress.com/2024/11/21/gsn-review-partida-anejo-tequila/>



tequilapartida 27m

Thank you!



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2 hours ago



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WICKED Inspired Cocktails Through & Through Partida Pink Paloma



Ingredients:

- 2 oz **Partida Blanco**
- 1 oz Ruby Red Grapefruit Juice
- 0.5 oz Fresh Lime Juice
- 0.5 oz Simple Syrup
- 1.5 oz Grapefruit Soda

Directions: Add ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass over ice, add soda, and stir. Garnish with a grapefruit wedge.





November 5, 2024

Subscribers: 10,500

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Tequila Partida Roble Fino Anejo Review - The Tequila Hombre



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Tequila Partida is launching its first single barrel añejo program

Popular in the whiskey world, this is sure to be a hit among tequila fans



istock/AlexPro9500

Tequila Partida recently announced that it was launching its first ever single barrel añejo program. The famed additive-free tequila brand's Master Tequilero José Valdez selected thirty barrels of Tequila Partida's award-winning añejo tequila. Each is available for purchase by restaurants, bars, and retail liquor stores.

What is a single barrel program?



El Cristiano / El Cristiano

For those unaware, a single barrel program is precisely what it seems. Fans of a particular spirit or expression (in this case, Tequila Partida Añejo) select a single barrel or cask from a select group for purchase. It's bottled for you (or a store, bar, or restaurant).

Tequila Partida's single barrel program features hand-selected casks featuring specific, unique aromas and flavors. Well-known in the whiskey world, this program is sure to be popular among tequila fans.

The Partida Single Barrel Añejo Program




Tequila Partida

While all single barrel programs differ depending on the distillery and spirit, Partida Tequila's program consists of two experiences. Experience #1 consists of purchasing at least two full barrels. The experience begins with a trip to Partida in Jalisco, Mexico. It will feature a walk through the agave fields, a demonstration by jimadors harvesting agave piñas, a tour of the tequila production in the distillery, and a tour of the aging room followed by sampling and barrel selection with Partida's Master Tequilero José Valdez.

Experience #2 is slightly less immersive. It involves purchasing only one barrel. A Lucas Bols (the brand's parent company) sales manager will bring a sample kit with ten different tequila samples. Then, there will be a tasting and barrel selection.

This is not a program with tequila newbies. Each barrel will yield around 330 750ml bottles. Each bottle sells for a retail price of \$59. You can do the math yourself to figure out how much this will set you back. Each bottle features a gold label with the account name that purchased the barrel. Those who purchased will also receive two branded barrel heads.

	<p>November 4, 2024</p> <p>Online Visits: 122,001,325</p> <p>Click to view article</p>
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Syndication from The Manual

News Briefs

• **Tequila Partida**, part of the Lucas Bols Company, is kicking off a new program offering single barrel Añejo Tequilas. Available to bars, restaurants, and retailers, the new initiative is starting with 30 barrels, with each yielding roughly 330 750-ml. bottles. Businesses that purchase two or more barrels will be invited to visit Partida in Tequila for a hands-on tour of the agave fields and the distillery before meeting with Master Tequilero José Valdez to select individual barrels. For those looking for one barrel, the selection process will happen through tasting kits offered by Lucas Bols' sales managers. Partida's single barrel Añejo Tequila is bottled at 40% abv and carries a suggested price of \$59 a 750-ml.



Tequila Partida Single Barrel Añejo Program

Tequila Partida, an additive-free tequila from The Lucas Bols Company, has released its first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has made 30 barrels of Partida Añejo (40% ABV), which are now available for purchase nationwide to select bars, restaurants and retail stores. Each single barrel will have its own tasting notes, making each one special and collectible for tequila aficionados. The single barrels are being released to celebrate Partida Roble Fino Añejo's recent recognition as "the best tequila under \$150" by *Wine Enthusiast*.



The Partida Single Barrel Añejo Program will offer two experiences for barrel buyers.

Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and choose their own single barrels. The tour begins with a walk through of the agave fields where jimadors demonstrate the harvesting of the agave plant piñas. Next will be a guided tour of the distillery to witness the tequila production. The tour will end with a visit to the aging room where Partida's Master Tequilero José Valdez will guide the buyers through the art of barrel selection.

Experience #2: For purchasing a minimum of one barrel, buyers will have the opportunity to choose their own single barrel via a sample kit. A Lucas Bols sales manager will present a sample kit with ten different single barrel samples. There will then be the opportunity to taste the samples and choose the hand selected barrel they like best.

Spirit.Ed: Check Out All The Spooky Sips In Our Halloween 2024 Roundup

11. El Diablo



Source:Tequila Partida

Ingredients:

1.5 oz [Tequila Partida](#) Reposado

0.5 oz Crème De Cassis

0.5 oz Fresh Lime Juice

4 oz Ginger Beer

Garnish: Lime Wedge

Directions: Add tequila and lime juice into a cocktail shaker with ice. Shake and strain into a highball glass with ice. Pour the ginger beer and top with crème de cassis. Garnish with lime wedge.

	<p>October 31, 2024</p> <p>Online Visits: 49,352</p> <p>Click to view article</p>
	<p>October 31, 2024</p> <p>Online Visits: 50,539</p> <p>Click to view article</p>
	<p>October 31, 2024</p> <p>Online Visits: 42,075</p> <p>Click to view article</p>

Syndications from Cassius



October 31, 2024

Online Visits: 8,862

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Press: Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

I have been asked more and more to share my thoughts on spirits outside of bourbon in recent days, and in an effort to expand the offerings I figured I'd drop some unexpected tequila news for Halloween. There certainly seems to be some crossover traffic from the bourbon world into the añejo tequila world—undoubtedly due to the popularity of aging tequila in bourbon barrels—and this announcement of a new single barrel program should certainly pique the interest of retailers and barrel clubs alike. Enjoy!



Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

Partida Offers Two Unique Barrel Selection Experiences for Buyers Including a Trip to Mexico

NEW YORK, Oct. 29, 2024 /PRNewswire/ – [Tequila Partida](#), the original additive-free tequila from [The Lucas Bols Company](#), is excited to announce their first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo that are now available for purchase nationwide to select bars, restaurants and retail stores. Each single barrel will have its own unique tasting notes, making each one special and highly collectible for tequila aficionados. The single barrels are releasing to celebrate Partida Roble Fino Añejo's recent recognition as "the best tequila under \$150" by [Wine Enthusiast](#).

The Partida Single Barrel Añejo Program will offer two special experiences for barrel buyers at select bars, restaurants and retail stores.

- Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and embark on a unique journey to choose their own single barrels. The tour begins with an immersive walk through of the agave fields, where expert jimadors demonstrate the centuries-old process of harvesting the piñas, the heart of the agave plant. Next, they will head to the distillery for a guided tour to witness the tequila production firsthand. Lastly, they will head to the aging room where Partida's Master Tequilero José Valdez will guide them through the art of barrel selection.
- Experience #2: For purchasing a minimum of one barrel, buyers will have the opportunity to choose their own single barrel via a sample kit. A Lucas Bols sales manager will present a sample kit with ten different single barrel samples. They will then have the chance to taste the samples and choose the hand selected barrel they like best.

"At Lucas Bols we are excited to launch the first Single Barrel Añejo Program for Tequila Partida ahead of the brand's 20th anniversary in 2025. With Partida Roble Fino Añejo recently receiving the prestigious Wine Enthusiast accolade for "Best Tequila Under \$150", the timing really was perfect to roll out this program," says The Lucas Bols Company VP of Marketing USA & Canada, Ignacio Llana. "We look forward to all consumer and trade reactions towards these unique single barrels that Master Tequilero José Valdez has expertly crafted."

Master Tequilero José Valdez, who will be celebrating his 20th year with Tequila Partida, has been with the brand from inception and is still producing and tasting every batch of their tequila to this day. He has crafted the perfect process to achieve the world's highest-quality artisanal tequila. From ensuring only the ripest agave is selected for maximum flavor and sugar content, a 24-hour cooking process, and aging that goes beyond all expectations, José exemplifies an inspirational commitment to surpassing quality standards.

"Each of these limited single barrels offers a unique and different tasting profile based on Partida's award-winning añejo. I am proud of how each barrel illustrates our approach to making high-quality, additive-free tequila the traditional way and only using the ripest agave within the production process," says Tequila Partida Master Tequilero José Valdez.

Aged 18 months, Partida Añejo exhibits a depth of flavor that only comes from advanced aging. Intense golden color and copper tones; clean and full bodied. Fruity aromas, with honey, chocolate, spices and dried fruit flavors reminiscent of sweet pear, banana and almond. A very pleasant finish.

Every Single Barrel Añejo will yield roughly 330 750ml bottles that come in at 40% ABV with a suggested retail price of \$59. Each bottle will also be customized with a gold printed label and display the account name prominently that purchased the barrel. Each barrel purchase will also be shipped with two branded barrel heads. Additionally, Partida has also partnered with ReserveBar to allow consumers the opportunity to purchase their Roble Fino Añejo nationwide.

About Tequila Partida

Tequila Partida is an authentic, all-natural and the original additive-free estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida "the finest tequila that money can buy," according to F. Paul Pacult, the leading spirits authority in America. Partida is the world's highest rated tequila. In 2024, the Roble Fino Añejo was recognized as "the best tequila under \$150" by Wine Enthusiast. For more information, visit www.partidatequila.com

About The Lucas Bols Company

The Lucas Bols Company is a leading global cocktail and spirits player in the worldwide cocktail market and one of the oldest active Dutch companies. Lucas Bols' mission is to create great cocktail experiences around the globe. The Lucas Bols Company is present in over 110 countries worldwide and their portfolio contains three global cocktail brands and more than 20 international and regional liqueurs and spirits. Bols, The World's First Cocktail Brand, includes the number-one liqueur range globally (not including the USA). Lucas Bols is also the world's largest player in the genever segment, and its portfolio of cocktail brands includes Passoà, the number one passion fruit liqueur, Galliano liqueurs and the ultra-premium tequila brand Partida.



Through the House of Bols Cocktail & Genever Experience and the Bols Cocktail Academy, Lucas Bols showcases, inspires and educates bartenders and consumers alike. With almost 450 years of experience in the art of distilling and blending spirits and cocktails combined with the creative spirit of Amsterdam, Lucas Bols truly are 'Masters of Taste'. For more information, visit www.lucasbols.com.



October 31, 2024

Online Visits: 21,968

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Tequila Partida Launches First Single Barrel Program

BOURBON | OCTOBER 31, 2024



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[Read more: El Mayor Releases Rosado Reposado Tequila](#)

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5 Easy Cocktails For Halloween Parties

Spicy Honey Paloma



This is a great way to serve a cocktail, in a punch bowl so you are not behind the bar mixing all night long.

Following Halloween is Día de los Muertos (Day of the Dead) on November 1st and 2nd this year. This holiday is a Mexican tradition, a time to honor and remember our dearly departed loved ones.

Families create “Sus Altares de Muertos” (Day of the Dead altars) at home, filled with offerings that represent the things their loved ones cherished in life. It’s a time to gather, share stories, enjoy homemade dishes like mole, and, of course, raise a glass with Mexico’s agave-based spirits.

2 ounces Partido Reposado



0.5 oz Lime Juice

0.5 oz Spicy honey AKA Hot Honey

4 oz Grapefruit Soda

Garnish: Citrus Fruit Wheel

Build ingredients over cubed ice. Top up with grapefruit soda and garnish with a Citrus fruit wheel.

 <p>99.3 PLAYA Los Éxitos de Hoy y Favoritas de Ayer</p>	<p>October 30, 2024</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
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Syndication from WJPT-FM (Estero, FL)



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For More Information:

[Learn More](#)



Spice Up Halloween with the Spicy Honey Paloma Cocktail Recipe



PHOTOS COURTESY OF PARTIDA TEQUILA

Halloween isn't just about candy and costumes—it's also a chance to mix up some killer cocktails! This year, give your Halloween party a spicy twist with the Spicy Honey Paloma, a cocktail that's equal parts sweet, sour, and packed with just the right amount of heat. Featuring a smooth Partida Reposado tequila base, a splash of hot honey, and a refreshing top-off of grapefruit soda, this drink is as bold as it is balanced, making it a perfect addition to any Halloween bash.

The Spicy Honey Paloma brings together the crisp taste of tequila with zesty citrus, a dash of heat, and a refreshing fizzy finish. It's the kind of drink that not only catches attention with its vibrant color and citrusy garnish but also has a flavor profile that'll keep guests coming back for more. With just a few simple ingredients, you can build this cocktail over cubed ice in no time, which means less bartending and more celebrating. Ready to get mixing?

Ingredients:

- 2 oz Partida Reposado Tequila
- 0.5 oz Fresh Lime Juice
- 0.5 oz Spicy Honey (Hot Honey)
- 4 oz Grapefruit Soda
- Garnish: Citrus Fruit Wheel

Directions:

1. Fill a glass with cubed ice.
2. Pour in 2 oz of [Partida Reposado tequila](#) for that smooth, smoky base.
3. Add 0.5 oz of fresh lime juice to give it a bright, tangy kick.
4. Measure out 0.5 oz of hot honey and pour it in, stirring to incorporate its sweet heat.
5. Top off the glass with 4 oz of grapefruit soda to bring in a bubbly, refreshing finish.
6. Garnish with a citrus fruit wheel—lime, lemon, or even a slice of blood orange for a spooky touch.

The Spicy Honey Paloma strikes that ideal balance between flavor and festivity, making it a stand-out choice for Halloween. The hot honey isn't just there for a little zing—it adds a layer of warmth that pairs perfectly with the tequila's natural flavors, making this drink an instant hit for chilly October nights. And the best part? The grapefruit soda gives it a refreshingly light finish, so it's as easy to drink as it is to mix.

For those who want to get creative, you could even dress up the presentation. Try a salted rim or add a pinch of smoked paprika for a bit of visual drama and an extra hit of smoky flavor. Serve it up alongside Halloween treats, and you'll have a cocktail that looks as good as it tastes.

This Halloween, ditch the usual cocktails and go for something with a little more edge. The Spicy Honey [Paloma](#) is the perfect way to raise the bar and keep the party vibe going. Just remember to mix a few extra because, trust us, they'll disappear faster than you can say "Boo!"

COMPLOT

October 26, 2024

Online Visits: 5,000

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Tequila Partida Añejo Roble Fino

26 octubre, 2024

El **Tequila Partida Añejo Roble Fino** es una manifestación excepcional del arte tequilero, comenzando su vida en barricas de bourbon antes de recibir un afinamiento adicional de cinco meses en barricas ex de malta única, sazonadas con jerez. Este proceso de envejecimiento, que en total abarca 18 meses, transforma el tequila en una obra de complejidad y profundidad extraordinarias, destacando con notas dulces de frutas secas, roble tostado, chocolate y agave cocido.

La categoría «Añejo» en tequila define aquellos tequilas que han madurado en barricas de roble durante un período de al menos un año pero menos de tres años. Este envejecimiento confiere al tequila una riqueza y una suavidad notables, intensificando los sabores y profundizando su carácter. El **Tequila Partida Añejo Roble Fino** no solo cumple con estos requisitos, sino que eleva el estándar con su acabado en barricas de sherry, lo que lo hace ideal para ser disfrutado solo y apreciado por sus finos matices.

Detrás de cada botella de Tequila Partida está la historia de una dedicación implacable a la calidad y autenticidad. Fundada en honor a Enrique Partida, un renombrado agricultor de agave, la destilería continúa su legado bajo la guía de José Valdez, el Maestro Tequilero de la casa. Valdez, un ingeniero industrial de formación, aplica un enfoque meticuloso para garantizar que cada lote de tequila Partida refleje la expresión más pura del agave. Su compromiso con la excelencia se ha solidificado aún más con la certificación de Tequila Partida como libre de aditivos por Tequila Matchmaker y su participación en la Alianza Libre de Aditivos.

El Tequila Partida Añejo Roble Fino es, por lo tanto, más que un espirituoso; es el resultado de un legado de pasión y precisión, diseñado para capturar la esencia del patrimonio tequilero mexicano y celebrar la riqueza de su terroir con cada sorbo.

CREATIVE HALLOWEEN COCKTAILS: 10 SPOOKY SIPS FOR A FRIGHTFULLY FUN PARTY

From ghoulish greens to blood-red libations, elevate your Halloween party with these 10 delicious and festive fall cocktail recipes

EL DIABLO

Ingredients:

- 1.5 oz Tequila Partida Reposado
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime Wedge

Instructions:

1. Add tequila and lime juice into a cocktail shaker with ice.
2. Shake and strain into a Highball glass with ice.
3. Pour the ginger beer and top with crème de cassis.
4. Garnish with lime wedge.

Recipe courtesy of Tequila Partida Reposado



PHOTOS COURTESY OF TEQUILA PARTIDA REPOSADO

These Halloween cocktails look as good as they taste

Try out these impressive looking drinks, from a juicy tequila El Diablo to a fun Candy Corn shot

El Diablo

Ingredients:

- 1.5 oz [Tequila Partida Reposado](#)
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime Wedge

Method:

Add tequila and lime juice into a cocktail shaker with ice. Shake and strain into a highball glass with ice. Pour the ginger beer and top with crème de cassis. Garnish with lime wedge.





October 14, 2024

Online Visits: 125,576,242

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Syndications from The Manual

Get Spooky with an “El Diablo” Cocktail This Halloween



Looking for the perfect drink to spice up your [Halloween](#) celebrations? Enter the “El Diablo,” a cocktail that’s as devilish as it sounds. With a delicious blend of tequila, zesty lime juice, rich Crème De Cassis, and a fiery ginger beer kick, this drink is bound to be a hit at any Halloween gathering. It’s the ideal concoction for those who like their cocktails with a bit of a bite—and a lot of flair. Ready to conjure up some [cocktail](#) magic? Let’s dive into the details of how you can mix up this spooky, bold drink!

El Diablo: The Perfect Halloween Cocktail

The El Diablo cocktail takes a classic margarita base, kicks it up a notch, and adds a delightful dark twist. The combination of smooth [Tequila Partida Reposado](#), the sweet richness of Crème De Cassis, and the zing of fresh lime juice makes for a dynamic flavor profile. The ginger beer offers a refreshing, fizzy finish, adding a little bite to the mix. It's a playful drink that looks and tastes perfect for Halloween night—or any time you want to channel your inner cocktail sorcerer.

Ingredients:

- 1.5 oz [Tequila Partida Reposado](#)
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime wedge

Directions:

1. Add the tequila and fresh lime juice to a cocktail shaker filled with ice.
2. Shake well to mix and chill the ingredients.
3. Strain into a highball glass filled with ice.
4. Pour in the ginger beer, then carefully top off the drink with Crème De Cassis to create a layered effect.
5. Garnish with a lime wedge for that extra pop of color and flavor.

Why You'll Love This Cocktail

El Diablo isn't just about great taste—it's about the presentation. The rich dark hue from the Crème De Cassis, especially when it slowly bleeds into the fizzy ginger beer, makes it the perfect visual treat for Halloween. Plus, the zesty lime and the spiced kick from the ginger beer make this cocktail the ideal balance of refreshing and punchy. Whether you're hosting a haunted house party or enjoying a laid-back night, this drink has just the right touch of flair to impress your guests.

And don't worry if you're not a mixology master—this cocktail is easy to craft, but its complex flavors make it feel like a pro-level drink. It's a great way to elevate your Halloween drink menu without breaking a sweat.

So, gather your ingredients, throw on your best spooky playlist, and get ready to sip on something devilishly good. Cheers to a hauntingly fun Halloween with the El Diablo cocktail!

The Spectacularly Spooky Cocktail Recipes for Halloween



El Diablo, Partida Reposado

El Diablo [🔗](#)

Ingredients:

- 1.5 oz Tequila Partida Reposado
- .5 oz crème de cassis
- .5 oz fresh lime juice
- 4 oz ginger beer
- Lime wedge, for garnish

Directions:

Add tequila and lime juice into a cocktail shaker with ice; shake and strain into a highball glass filled with fresh ice. Pour the ginger beer to drink and top with crème de cassis. Garnish with lime wedge.

Man of Many's Staff Favourites – 21 September 2024



Partida Roble Fino Añejo | Image: Partida

Partida Roble Fino Añejo

Jacob Osborn – Staff Writer

Sherry-seasoned cask maturation is all the rage with whiskey these days, but what about tequila? Enter Partida's Roble Fino Añejo, which aged the brand's acclaimed Añejo expression for 18 months in ex-bourbon barrels and then an additional five months in ex-single malt, sherry-seasoned casks. Already a terrific sipper, the spirit takes on all the more complexity as a result of the extra maturation.

The standout of its respective range, Roble Fino Añejo delivers notes of mango, oak, chocolate, black pepper, coffee, spice, and sweet agave. Medium-bodied, dry, and effortlessly drinkable, the tequila reveals layers of nuance with every successive pour. One might expect an overt sweetness, but what we get instead are subtle sherry accents that round out an otherwise traditional (and superb) profile. Fantastic!

[Visit Roble Fino Añejo at Partida](#)

The Best Tequilas To Sip On Now

The best agave spirits to mix or enjoy on their own

Written by Natasha Wolff

Roble Fino Añejo tequila, \$149, **PARTIDA**,
partidatequila.com

