



Inspiro Tequila Introduces Limited-Edition Añejo Tequila

Inspiro Tequila Special Reserve Añejo is Double Barrel-Aged in Wine Casks

Chicago (November 12, 2024): Inspiro Tequila, a brand created to bring a fresh new female perspective to the growing tequila category, debuts Inspiro Tequila Special Reserve Añejo, an innovative new limited-edition añejo tequila aged in former rosé wine and pinot noir wine barrels. This limited-production tequila joins Inspiro Tequila's core line of additive-free tequilas – Inspiro Tequila Luna Blanco and Inspiro Tequila Rosa Reposado.

Inspiro Tequila Special Reserve Añejo is carefully distilled from the highest-quality, hand-selected 100% Blue Weber Agave before it is aged for four months in French oak casks that were previously used for rosé wine and then for 15 months in pinot noir barrels. Bottled at barrel strength of 44% alcohol by volume (88 proof), only a limited number of cases were produced. It is available for purchase online at shopinspirotequila.com and at select spirits retailers for a suggested retail price of \$129.99.

“A few years ago when we were developing our Inspiro Tequila Rosa Reposado, a first-of-its-kind tequila aged in ex-rosé wine barrels, we had also experimented for a time with finishing that tequila in pinot noir barrels. Though we ultimately decided not to continue to use those pinot noir barrels for our Rosa Reposado, the tequila in those casks continued to age, and when we tasted it recently, we realized we had something truly special,” says Mara Smith, the founder and CEO of Inspiro Tequila, a brand distilled, owned, and led by women. “We only had a small number of barrels, yielding a very limited quantity of bottles, so we are ecstatic to share this unique expression just in time for the holiday season.”

Smith is a former attorney from Chicago who started drinking tequila when she was looking for a “better for you” adult beverage option that fit into her active lifestyle. Upon discovering that the tequilas she was drinking contained undisclosed additives, she searched for a tequila brand that was additive-free with a look, taste, aroma, and messaging that appealed to her and thoughtful female consumers like her. That perfect tequila did not exist, so she decided to create one. The goal was not only to craft impeccable tequilas, but it was also to add more female perspectives to the spirits industry by having women involved in every aspect of the company. Inspiro Tequila's taste profiles are created by the legendary maestra tequilera, Ana María Romero Mena.

Inspiro Tequila Special Reserve Añejo is packaged in the brand's signature sleek and sophisticated bottle.

Inspiro Tequila is a Certified B Corporation™ (B Corp™), indicating the company's commitment to giving back, accountability, and transparency. Additionally, Inspiro Tequila is a member of WBENC, the most widely recognized and respected national certification for women-owned businesses in the U.S.

To learn more about Inspiro Tequila, please visit www.InspiroTequila.com and follow the brand on [Instagram](#), [TikTok](#), [Facebook](#), and [LinkedIn](#).

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