



Tequila Aficionado Media Celebrates the 2017 Brands of Promise© Awards

Genius Master Distiller Sweeps Medals in Multiple Categories

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The Brands Of Promise© exists to make the public aware of quality Mexican agave spirits wherever they may be.”

Mike Morales, CEO Tequila Aficionado Media

On Sunday, January 21, 2018, in a LIVE Facebook broadcast, Tequila Aficionado Media unveiled its highly anticipated Fifth Annual Brands of Promise© Awards, celebrating the breakthrough brands in Tequila, Mezcal and other assorted agave distillates.

Tequila Aficionado Media reached a milestone in 2017 with nearly one hundred distinct expressions of agave spirits submitted by roughly 34 brands to its ferociously popular Sipping Off The Cuff© video series from which nominees are

drawn.

“With nine separate tasters or ‘Tequila Jockeys’ throughout the United States and the United Kingdom,” declared Mike Morales, CEO of Tequila Aficionado Media, “this was the most difficult judging year since we began the Brands Of Promise.”

Some of the highlights of Tequila Aficionado Media’s 2017 Brands of Promise© Awards were...

In the hard fought Blanco Tequila category, upstart brand Juan More Time snagged a Platinum medal, with mainstay label Destinguido capturing the Gold.

In the High Proof Blanco division, Tequila Dos Almas narrowly beat out internationally known La Serpiente Emplumada for the Gold.

Organic Tequilas were also showcased with the newly re-launched 4 Copas taking home the Platinum award in the Blanco sector, and the crowd pleasing Azunia winning Gold. Organic Reposado was dominated by newcomer, Cobalto Tequila.

2017 saw the resurgence of the Reposado expression with a tie for Platinum accolades between Tequila 512 and long time favorite, Alderete. The Gold prize was securely grabbed by the female-owned Amorada Tequila.

A dogfight in the Anejo class resulted in Platinum rewards to both Alderete and Armero Anejos. The Extra Anejo Gold was firmly grasped by Gran Reserva de Don Alberto.

By far, the most impressive showing was demonstrated in the Legacy Tequila segment.

For the first time in recent spirits competition history, genius Master Distiller Felipe Camarena of the legendary tequila making Camarena family, made a grand statement with three separate and distinct tequila labels currently on the shelves.

Tequila G4, Pasote, and Terralta each vied for honors in different brackets.

For example...

Tequila G4 won the Platinum for Legacy Blanco tequila; Tequila Terralta took home the Silver for Legacy High Proof Blanco; and Pasote scored Bronzes in both the Legacy Reposado and Legacy Anejo divisions.

All told, Felipe Camarena and his heavily sought after creations garnered an Olympian 12 medals and locked in Best-In-Show acclaim.

“Felipe Camarena is the Michael Phelps of tequila,” proclaimed Morales.

Special recognition went to pioneering brand, Scorpion, in the Legacy Mezcal classification for its Escorpion line of mezcals distilled from distinct agave varieties.

A Heritage citation was also bestowed to Scorpion’s Master Distiller, Douglas French, for his Sierra Norte Whiskies made from Oaxacan heirloom corn.

“In an era of major spirits buyouts by transnational corporations, and mega-mergers between competing distributors,” explained Morales, “the informed consumer will be seeking more quality craft agave spirits.”

“This is why the Brands Of Promise© exists,” he concluded. “To make the public aware of quality Mexican agave spirits wherever they may be.”

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For a complete list of winners and nominees, click [here](#). To enter your tequila, mezcal, sotol, raicilla, bacanora or other agave spirit or related product in the coveted 2018 Brands Of Promise© Awards, email mike@tequilaaficionado.com , NOW!

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