

## Brady Bunte- " LUCKY TRES SIETES"

*BRADY BUNTE TOOK A GAMBLE AT THE TEQUILA GAME, ITS NAME-SPANISH FOR "THREE SEVENS"-*

LAGUNA BEACH , CA , USA, July 3, 2018 /EINPresswire.com/ -- "[BRADY BUNTE](#) - "[LUCKY TRES SIETES](#)"

BRADY BUNTE TOOK A GAMBLE AT THE TEQUILA GAME, ITS NAME-SPANISH FOR "THREE SEVENS"- BODES GOOD FORTUNE FOR THE ELEGANT LIQUID INSIDE THESE CUSTOM BOUTIQUE BOTTLES...

I was introduced to tequila the way most of us are, first a shot of the most famous name in tequila at a college bar and then at some point you "graduate" to the other more upscale famous brand," says Brady Bunte, Founder and Owner of a very popular, ultra-premium, award winning tequila called Tres Sietes. His incredibly pure-tasting Silver, Reposado and Anejo have been threading their way through some of the best accounts Coast to Coast, including Cabo San Lucas, Mexico and he wants to go much further than "graduating" and believes he has the brand to do so.

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*Brady Bunte*

Bunte's Master Distiller shares this same passion of wanting to introduce the masses to the "true tequila" that really does live amongst us in the hills surrounding the Los Altos Region of Jalisco Mexico and is consumed by true connoisseurs.

"Tres Sietes means "Three Sevens". And we all know that means good luck. "Although Bunte knows it will take more than luck to get the Tres Sietes sales operating and piercing each market, Bunte is well on his way and already tapping

targeted areas throughout the U.S and Mexico. Bunte says, "Mexico has also been a very strong market for the brand. The local Mexican people know a good tequila when they taste one and they really get behind the brand and support it, it has really taken off on word of mouth in Cabo San Lucas and we are starting to expand in additional areas of Mexico."

It also takes years of perfection and a lot more than luck to be awarded "Gold Medals" at the World Spirits Competition in San Francisco as Tres Sietes has been awarded. Tres Sietes has also received top ratings from the Tasting Panel Magazine, a very reputable and well trusted to the trade publication. Ratings of Silver "92" the Reposado a "92" and the Anejo with a "94". These ratings tops



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Don Julio's "89" and Patron's "88", to name a few.

Diffused for Differentiation and Purification - Bunte has found a new breakthrough in the process to make the tequila he has always wanted to perfection. The Distillery housed in a multi-million dollar state of the art 90,000 sq.ft facility is like no other. The distillery includes a diffuser, a two-million dollar health conscious technology imported from Spain that extracts the [agave](#) in its initial stage without harmful bi-products from the traditional burning of wood. After the agave pinas are broken down prior to cooking, the diffuser steams the agave pieces, extracting more flavor than the traditional concrete ovens, with less disturbance to the fiber of the agave and, consequently, less methanol in the final juice.

"The No Hangover Tequila"- All Tequila has some level of methanol in it. Tres Sietes Tequila has the lowest level methanol than any other brand and earned the reputation of the "NO HANGOVER" tequila. Brady Bunte says, "it simply the purist tequila on the market made with 100% Blue Agave and you can drink it with confidence that there will no lingering hanger from my Tres Sietes!"

There's a definite confidence in the juice within... and the brands upcoming strategy and campaigns that feature the upscale French made perfume-style bottle. Bunte say's "It's an elegant bottle that offers the modern tastemaker a brand to get behind and a price that allows him to confidently pour it for friends instead of popping \$125 to \$250 for the only other truly classic comparable brands.

Tres Sietes Tequila is distributed by Young's Market on the West Coast and Southern Wine & Spirits on the East Coast and can be purchased just about anywhere in Cabo San Lucas Mexico. Brady Bunte Brands includes a list of many successful brand startups founded by Bunte. The list includes Tres Sietes Tequila, Chic Cocktails, ProBaller Energy, Cabo Chips and several more innovative products are in the works.

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