

Viva Tequila Festival Mexico Experience Tour Honored at Taste Awards as an Outstanding Culinary & Travel Experience

VIP journey across Mexico's agave heartland is Special Award Winner at 12th annual awards show

ATLANTA, GEORGIA, USA, April 19, 2021

/EINPresswire.com/ -- Atlanta's Viva [Tequila](#) Festival was honored at this year's [TASTE AWARDS](#) (aka, the TASTY Awards). Often called the "Oscars of Food, Fashion and Lifestyle Media," this edition of the Taste Awards highlighted Viva Tequila Mexico Experience under the category of OUTSTANDING CULINARY & TRAVEL EXPERIENCE. This year, as for many awards shows, the Taste Awards had a virtual broadcast

that reached viewers across the globe, from Japan and South Africa to England, Poland and Italy, and from New Zealand to Mexico, Brazil and Argentina.

Hosted by wine, beer and spirits purveyor Juan Bonilla, dubbed "Mr. Tequila," the Viva Tequila Festival Mexico Experience tour takes participants on an exclusive trip down the historic timeline of Mexico's Tequila Trail, providing in-depth understanding of the different regions that cultivate Tequila, the history of this iconic Mexican spirit and its importance in local, national and international economies.

The Viva Tequila Festival Mexico Experience tour visits several cities, including Tlaquepaque, Tequila, Atotonilco and Guadalajara to provide a local perspective of the manufacturing of Tequila. Participants are able to mingle with locals and admire and shop for unique Mexican works of art, both folk and fine, all while sipping limited edition craft Tequilas from distilleries that embody traditional to modern styles of manufacturing. Highlights includes visits to the Fortaleza and Don Nacho craft distilleries as well as hacienda of José Cuervo, where participants bottle their own Reserva de la Familia, and enjoy a tasting in the property's private cellar and then dinner at the Tienda de Raya, both opened exclusively for Viva Tequila Festival.



The Viva Tequila Festival Mexico Experience tour takes participants on an exclusive trip down the historic timeline of Mexico's Tequila Trail.

Tour participants are treated to stays in centuries-old haciendas that were once home to some of Mexico's wealthiest people. They can enjoy a morning horseback ride at the historic, 17th century Hacienda Labor de Rivera or disconnect and relax with a spa treatment at Hacienda El Carmen Hotel & Spa.

Other winners at this year's Taste Awards included recipients of the new ANDREW ZIMMERN DISCOVERY AWARD. This award honors the mission to discover new cultures, flavors or talent. The inaugural honorees of this new award are noted chefs Andrew Zimmern and Tyler Florence.

Other well-known personalities who won or were honored at the Taste Awards include Ming Tsai, Selena Gomez, Idris Elba, Dylan Dreyer, Chef John Folse and Lidi Bastianich, along with Bravo's Top Chef, America's Test Kitchen, NHK, the Africa Channel and New Soul Kitchen.

The Taste Awards have included appearances by stars, celebrities, producers and executives from networks and platforms such as the Food Network, the Style Network, Bravo, the Cooking Channel, TLC, Discovery, Lifetime, E! Entertainment Television, PBS, Create TV, APT, NBC, ABC, the CW, HGTV, the Travel Channel, HD Net, Hulu, YouTube, Dreamworks, Esquire Network, FYI Network, The History Channel, Bio, iHeart Radio, Sony Pictures, APT, Myx TV, Netflix, Amazon Prime and more. See them at www.TheTasteAwards.com.

Viva Tequila Festival's tours are booked via the company's concierge service by contacting concierge@vivatequilafestival.com. For more information on upcoming tours or information, please visit www.vivatequilafestival.com.



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