Former Mezcalera Brings JAS Latin Functional Mocktails to Central Market, Whole Foods and H-E-B

JAS, the Texas-born Latin functional mocktail brand founded by former mezcalera Cecilia Rios Murrieta, adds Central Market to Whole Foods Market and H-E-B.

HOUSTON, TX, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- As Hispanic Heritage Month begins, Texas-born, women-owned JAS is expanding its statewide footprint with a new launch at Central Market, joining Whole Foods Market and H-E-B with three alcohol-free Latin cocktails rooted in flavor, function and culture.

> “A great drink is never really about the alcohol; it's the table. The toast. The people still sitting there an hour later. I wanted a drink worth putting in my hand. That's what JAS is.”
>
> *Cecilia Rios Murrieta*

The expansion brings all three JAS mocktails — Paloma Libre, Mojito Fresco and Carajillo Tejas — to more shelves across Houston, Austin, San Antonio and Dallas–Fort Worth, growing the brand’s presence in the state where it was created.

JAS was built around a simple idea: choosing to drink differently should not mean giving up flavor, culture or the experience of sharing a great drink. Each 8.4 oz can reimagines a recognizable Latin cocktail with zero alcohol and one functional ingredient.

The retail presence gives Texans more ways to discover a distinctly Latin take on mindful drinking.

From mezcalera to founder

For Cecilia Rios Murrieta, co-founder and CEO of JAS, the road to a can began in Mexico’s agave fields.

At 26, she founded La Niña del Mezcal and later OME Spirits, becoming the first exporter in Mexico to ship all three protected spirits denominations of origin — mezcal, bacanora and sotol — into the United States. For more than seven years, she traveled Mexico curating agave spirits and working with producers from Oaxaca to Sonora and Chihuahua.

Then she stopped drinking and found little on the shelf she actually wanted in her hand.

“I spent seven years as a mezcalera, and what I learned is that a great drink is never really about the alcohol,” said Rios Murrieta. “It’s the table. The toast. The people still sitting there an hour later. When I stopped drinking, I wanted a drink worth putting in my hand. That’s what JAS is.”

Rios Murrieta began developing JAS in 2020 while in business school, winning grants and pitch competitions before the first commercial production run in late 2022. She founded JAS with Jaymee Mandeville, who co-developed each recipe, and Alicia Catelli.



JAS, the Texas-born, women-owned brand making Latin functional mocktails, is now available at Central Market, joining Whole Foods Market and H-E-B stores across Houston, Austin, San Antonio and Dallas–Fort Worth.

“Most of the premium alcohol-free shelf reads European,” said Rios Murrieta. “Ours doesn’t. The Paloma, Mojito and Carajillo are cocktails with histories, and we rebuilt them with purpose. Seeing JAS reach more shelves across Texas during Hispanic Heritage Month is exciting, but what matters most is seeing people make it part of their own moments.”

Three mocktails, three occasions

JAS Paloma Libre — Real grapefruit and lime with cardamom and warm spice for the bright, bittersweet balance of a Paloma. Infused with 225 mg of KSM-66 Ashwagandha. 50 calories.

JAS Mojito Fresco — Real lime, pineapple and coconut meet cooling mint, cacao and vanilla. Infused with Yerba Mate. 50 calories and 2 g added sugar.

JAS Carajillo Tejas — Bold Mexican coffee, toasted pecan and warm vanilla, nitro-infused for a smooth, creamy pour. Infused with Lion’s Mane. 60 calories and 100 mg of caffeine from coffee.

All three are sold in 4-packs of 8.4 oz cans, sweetened with organic raw cane sugar and organic blue agave syrup, and certified Go Texan.

More than a mocktail

JAS brings together Latin flavor, function and culture in drinks designed for dinners, celebrations and everyday moments. That philosophy is also behind the name: JAS stands for Juntos A Saborear — together we savor.

“The name is the whole thesis,” said Rios Murrieta. “A great drink was never about what’s inside the can. It’s about the moment and the people you share it with.”

Availability

JAS is available at Central Market, Whole Foods Market and H-E-B locations across Houston, Austin, San Antonio and Dallas–Fort Worth, at select hotels and restaurants, and online at drinkjas.com. A store locator is available at drinkjas.com/pages/find-jas.

About JAS

JAS — Juntos A Saborear, “together we savor” — is a Texas-born, women-owned beverage brand making premium Latin functional mocktails. Founded by former mezcalera Cecilia Rios Murrieta, JAS reimagines the Paloma, Mojito and Carajillo in ready-to-drink cans with bold Latin flavor, one functional ingredient per recipe and zero alcohol. Available in Texas at Central Market, Whole Foods Market and H-E-B, and online at drinkjas.com. Have a JAS and be libre.

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