

Raffaele Berardi leads Fraternity Spirits premium tequila innovation across global markets



The historic Hacienda Corralejo stands as a living testament to Mexico's tequila heritage, where traditional production methods meet modern innovation in a stunning venue that doubles as both working distillery and sought-after tourist destination

After being touted as the next big thing in spirits for over a decade, the tequila category is now hitting its stride. Amid this remarkable global expansion, Fraternity Spirits is strategically positioned to capitalize on emerging markets while reinforcing its premium credentials. “We see our growth potential now in Europe, where sales have been growing stronger than elsewhere, and in China and Asia in general,” says Raffaele Berardi, founder of Fraternity Spirits. “Those emerging markets represent significant potential for the next years to come.”

The company’s flagship brand Corralejo has benefited significantly from the worldwide surge in premium tequila consumption, particularly in traditional strongholds like North America.

“We have been growing during the past few years,” says Berardi. “Last year was the first year that we saw only single-digit growth, but this year we see with the new activities and expansion plan that we have in Asia and Europe that we will be back in double-digit growth, probably for the years to come as well.”

Asian expansion

A key part of the company’s growth strategy involves establishing a stronger presence in Asia. With a new team based in Singapore, Fraternity Spirits is working market by market across the region to

develop brand presence. “They’re participating in different exhibitions as well,” notes Berardi, highlighting the importance of having boots on the ground to drive regional growth.



Aged 18 months in American oak barrels, Corralejo 99,000 Horas Añejo offers a smooth, full-bodied experience with notes of wood and fruit

The company is taking a methodical approach to this expansion, focusing first on market introduction before consolidating its position and launching targeted social media communications to boost brand awareness and engagement in the region.

Heritage meets innovation

Perhaps the company’s most distinctive asset is the historic Hacienda Corralejo, which serves as both a production facility and tourist destination. This dual function provides a unique narrative that allows the brand to showcase its authentic heritage while embracing modern production methods.

In response to growing health consciousness and demand for organic products, particularly among Gen Z consumers, Fraternity Spirits is developing a new organic tequila line. This initiative represents the company’s understanding of shifting consumer preferences, especially among younger consumers who prioritize sustainability and natural ingredients in their purchasing decisions. The development of organic offerings directly addresses the values and preferences of Gen Z, who increasingly seek products that align with their environmental and health-conscious lifestyle.

Luxury line

The launch of Sánchez de Tagle represents a perfect alignment with duty free's core strengths of premium positioning, compelling storytelling and unique presentation. This luxury tequila pays homage to the original creator of tequila, offering the heritage narrative that resonates strongly with travel retail customers and comes from an authentic place. Crafted from premium blue agave and triple-distilled in copper stills, this exclusive edition features agave sourced from the Guanajuato region, imparting distinctive characteristics. Each bottle is a handmade white ceramic masterpiece created by Mexican artisans, symbolizing the purity of the spirit within.



A handcrafted white ceramic masterpiece housing triple-distilled premium tequila, Sánchez de Tagle pays homage to tequila's original creator with distinctive Guanajuato-sourced blue agave and artisanal Mexican craftsmanship

“We have developed this brand based on the the region of the hacienda's first owner in the 1750s, and he was actually the first developer of tequila in the world,” explains Berardi. “In honor of his place, we have created a special edition with the ceramic bottle.” The brand's premium positioning, distinctive packaging and rich heritage story make it particularly well-suited for duty free, where unique offerings and gift-worthy presentations are key drivers of purchase.

The brand is currently available in Mexico and duty free, with plans for global market expansion. “Not necessarily duty free specific, but duty free definitely could be a high attraction for it, especially because the bottle is very unique,” says Berardi.

Vertical integration and sustainability

The Blue Dream glass factory initiative has been instrumental in Fraternity Spirits’ resilience and continued growth. This strategic investment in vertical integration proved especially valuable during the pandemic, when global bottle shortages disrupted many producers’ operations.

Beyond securing supply chain stability, the facility exemplifies the company's commitment to environmental stewardship through its advanced eco-conscious manufacturing processes. The initiative drives both operational excellence and sustainability, with practices that minimize energy consumption and reduce waste throughout production. This environmental mindset extends across Fraternity Spirits' entire operation, encompassing everything from innovative packaging solutions to greener logistics, production and distribution methods

Looking ahead

With investment in process improvements and exploration of alternative sourcing options, the company aims to maintain its premium positioning while ensuring product quality. The focus on craft spirits innovation, balanced with preservation of traditional practices, positions Fraternity Spirits to continue its expansion while honoring its heritage.

“We are committed to maintaining the heritage of brands like Corralejo by embedding traditional practices into our production processes,” says Berardi. This approach of honoring tradition while embracing innovation appears to be paying off as the company projects double-digit growth in the coming years.