

# Blue Caterpillar appointed as exclusive TR Distributor for Mijenta Tequila in the Americas



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[Blue Caterpillar](#) has announced that it has been appointed as the official distributor of [Mijenta Tequila](#) for travel retail in the Americas.

According to the company, "Mijenta, the award-winning, additive-free and sustainable tequila from the highlands of Jalisco, is currently available in a growing number of the largest tequila markets across the United States and worldwide, and the brand's next phase of expansion will include opportunities in the travel retail channel across the Americas."

Blue Caterpillar will initially secure placements for Mijenta Tequila at leading international travel hubs.

"For Mijenta, which launched in 2020 and now offers three high-quality expressions, each with ratings of 97 points or higher, entering the travel retail channel in the Americas will increase visibility and exposure to core consumer audiences traveling between top domestic and international destinations."

Michael Gebrael, Co-Founder & CEO of Blue Caterpillar, LLC said, "We are thrilled to be partnering with Mijenta Tequila to bring this super-premium brand to top travel retail locations in the Americas. Tequila is one of the fastest-growing categories in the spirits industry, and based on the amazing reception to the brand since it launched, we are confident that Mijenta will be a hit with our customers. We look forward to working closely with Mijenta to introduce this exceptional spirit to travelers around the world."

Michael Dolan, Mijenta Tequila's Co-Founder and Lead Investor, added, "The core consumer of super-premium tequila is the global traveler, which is why for rapidly growing, high-quality brands like Mijenta, travel retail offers the ability to build our presence in an influential channel and stay in front of key audiences. With consumers growing more informed and sophisticated about tequila, seeking authenticity, craftsmanship and transparency, additive-free tequilas like Mijenta are resonating strongly. We're excited to partner with Blue Caterpillar to seize an important opportunity to engage these consumers as they travel between top destinations in the U.S. and abroad."

The brand's first expression is Mijenta Tequila Blanco, which has been awarded with the Robb Report Best of the Best Award as Best Unaged Tequila of the Year. The liquid has unfolding notes of cantaloupe, honey and cinnamon, and a generous finish.

Mijenta Tequila Reposado received a Gold Medal from The Fifty Best and Gold in Tequila Aficionado's Brands of Promise. It is aged up to six months in a blend of American white oak and European acacia casks, presenting a more mature and fuller expression with a long finish on the palate.

Finally, Mijenta Tequila Añejo Gran Reserva is the brand's most exclusive and refined expression to date. The Añejo Gran Reserva offers a more complex, intense, and exquisitely well-blended flavor profile. The ultra-premium product is aged for a minimum of 18 months in four different types of barrels — American white oak, French oak, French acacia casks and cherry barrels.

"With each element of its process carefully calibrated to create Mijenta's signature aromatic palette, the brand uses only the best ingredients and traditional techniques to create a complex but balanced bouquet of flavors, which is fruity and floral with hints of minerality," notes the company.

"Importantly, Mijenta Tequila never uses any additives and has been Confirmed Additive Free by Tequila Matchmaker through an intensive evaluation process that includes review of certain production records, site inspection at the distillery and sampling at key stages of production, including comparison of a sample taken directly from the still with a retail bottle."