

# Haleybrooke International signs deal to represent Centinela Tequila in TR



Centinela Tequila will be on display at the Haleybrooke International booth (Foyer 6) at Summit of the Americas

[Haleybrooke International](#) has reached an agreement with [Casa Centinela](#) to represent Centinela Tequila in the duty free and travel retail channel.

Casa Centinela, founded in 1904, is one of the oldest distilleries in Mexico and one of the largest owners of agave fields in the highlands of Jalisco, Mexico. The company's inventory of aged tequilas is one of the biggest, with over 69,000 oak barrels aging in its warehouse. In addition to producing its own brands, including Cabrito Tequila, it supplies well-known super premium tequila producers. Centinela Tequila is one of the five bestselling tequilas in Mexico.

"Since its origin and until recently, we have been focused solely on the Mexican market. But now we are looking to launch in the domestic USA market and beyond and we have the perfect partner, Haleybrooke International, to help us with the very important travel retail and duty free channel," says Silvio Leal, Managing Director, Centinela Tequila USA.

"As travel retail business started to rebound after COVID our customers were asking for tequila as it is one of the fastest growing liquor categories. We are very happy to form an alliance with Casa Centinela and to be able to capitalize on the history and quality of its brands.

"Also, we believe that we have very interesting price positioning to present to our duty free customers with our suggested duty free retails being US\$28.00 for one liter of Centinela Blanco, US\$31.00 for one liter of Centinela Reposado and US\$60.00 for 750 milliliters of Centinela Eterno Cristalino," adds Patrick Nilson, President at Haleybrooke International.

Centinela Tequila will be on display at the Haleybrooke International booth (Foyer 6) at Summit of the Americas. The event will take place April 16-19 in West Palm Beach, Florida.

For more information, please contact Patrick Nilson at [p.nilson@haleybrooke.com](mailto:p.nilson@haleybrooke.com), +1-772-213-8676 or Roger Thompson at [r.thompson@haleybrooke.com](mailto:r.thompson@haleybrooke.com), +1-203-322-9691.