

# Mijenta Tequila taps JP Aucher for travel retail



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Mijenta, the award-winning, additive-free and sustainable tequila from Jalisco, appoints industry veteran Jean-Philippe (JP) Aucher to represent it in the global travel retail market outside the Americas.

Mijenta recently became the first tequila to receive B Corp certification from non-profit organization B Lab and launched its first expression in September 2020.

It is available in a rapidly growing number of major tequila markets, including the UK, Italy, Spain, Greece and the Netherlands, as well as other top destinations across the Middle East and Africa.

With three high-quality expressions in its portfolio, each with ratings of 97 points or higher, the Mexican brand's next phase of international expansion includes travel retail.

Mijenta International Director Shane Hoyne, who previously served as Chief Marketing Officer for Europe at Bacardi, among other senior industry roles, says, "The appointment of Jean-Philippe Aucher to represent us in global travel retail outside the Americas is an important strategic step for us as we put our interest in the channel into what we consider the very best hands. We are very excited about what we can achieve in travel retail through our partnership with JP."

Aucher, who is an independent travel retail spirits consultant following 12 years representing Stoli Group in the channel, says, “The dynamic super-premium tequila category is one of the most exciting in the travel retail channel right now, so to be appointed to represent a fast-growing brand of this nature is a wonderful opportunity.”

He adds, “Not only will Mijenta Tequila be a great proposition in global travel retail with the quality of its liquid and beautiful packaging, but it has the added strength of its sustainable and eco-friendly approach, which have been core principles for the brand since its founding and now underlined by its B Corp status.

“With spirits consumers in travel retail widely known to be looking for super-premium and sustainable products, Mijenta is a high-potential and very exciting brand for the travel retail market.”

Mijenta’s Maestra Tequilera Ana María Romero brings over 25 years of experience in the tequila industry and oversees the entire process, from harvest to bottle.

For Mijenta’s signature aromatic palette, Romero uses the best ingredients and traditional techniques to create a complex and balanced bouquet of flavors, which is fruity and floral with hints of minerality.

Importantly, Mijenta Tequila never uses any additives and has been confirmed additive-free by Tequila Matchmaker through an evaluation process that spans sampling at key stages of production, including comparison of a sample taken directly from the still with a retail bottle.

## **Sustainability is key**

The brand’s first expression is Mijenta Tequila Blanco (retail price: €55/US\$55), which received 97 points from The Tasting Panel. The liquid is described as aromatic, elegant and complex, with unfolding notes of cantaloupe, honey and cinnamon, and a generous finish.

Retailing at €70 (US\$70), Mijenta Tequila Reposado received 99 points from The Tasting Panel, among other accolades. 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.

Retailing at €200 (US\$200) and launched in May 2022, Mijenta Tequila Añejo Gran Reserva received 99 points from The Tasting Panel and is the brand’s most exclusive expression.

Añejo Gran Reserva offers a more complex, intense and well-blended flavor profile. The ultra-premium product is aged for a minimum of 18 months in four types of barrels — American white oak, French oak, French acacia casks and cherry barrels.

Mijenta has been committed to acting responsibly since its launch. Mijenta’s operations, procurement practices, sourcing and packaging have been structured to be as environmentally responsible as possible while also benefiting local communities.

Mijenta's products are carbon-neutral and packaging is eco-friendly, from the labels and boxes down to the sealing ring in the bottle cap.

Working with ClimatePartner, the company has to date offset nearly 720,000 kilograms of CO2, through which it has helped to fund community- and sustainability-focused programs in Mexico, Colombia and Brazil.

For details, visit [www.mijenta-tequila.com](http://www.mijenta-tequila.com).