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FOR IMMEDIATE RELEASE

**DE-NADA®[®], the First Tequila Brand Created by Two Millennial Entrepreneurs
in Collaboration with a Renowned 5th Generation Distillery,
Launches in New York, New Jersey and Connecticut in Spring 2021**

*Additive-Free Blanco and Reposado Tequilas Offer Top Quality at Accessible Prices;
Embraced by The Dead Rabbit, 67 Wine & Spirits and Ivy Mix's New FIASCO! in Brooklyn*

NEW YORK, April 12, 2021—[DE-NADA®](http://DE-NADA.com), the first tequila brand created by two Millennial entrepreneurs, Daniel Neeson and Adam Millman, today announces its launch in New York, New Jersey and Connecticut in Spring 2021, with Louisiana and California later in the year. Their new range of premium, additive-free, 100% Blue Weber agave tequilas is a collaboration with Feliciano Vivanco y Asociados, S.A., a renowned 5th generation distillery in Jalisco, Mexico.

With its name meaning “You’re welcome” in Spanish, DE-NADA Tequila honors generations of Mexican tradition and sustainability. Its authentic production methods include the use of estate-grown agaves, brick-oven roasting and local natural yeast, while shunning techniques like diffusion, as well as additives, artificial flavors and colors. The 40% ABV spirits represent the highest possible quality at very accessible price points: Blanco (SRP \$38.99/750ml) and Reposado (SRP \$42.99/750ml). DE-NADA Tequila is on [Drizly](http://Drizly.com). In advance of on-premise and off-premise sales in California, the Golden State’s residents can order the spirits for delivery on www.denadatequila.com.

Embraced by Top Bars, Craft Bartenders and Retailers in Manhattan

DE-NADA Tequila has captured the imaginations, hearts and palates of some of New York City’s top bartenders. It is poured at The Dead Rabbit by Jillian Vose, at Seaborne by Lucinda Sterling and at The Sentry Flatiron at Hotel Henri by Gates Otsuji. Other top bartender fans include Anthony Baker, formerly of The Aviary and now Cocktail Professor at Momentum Mixology, where he specializes in online home bartending education, and Brendan Bartley of Bathtub Gin. DE-NADA Tequila is available at fine spirits retailers in Manhattan, such as 67 Wine & Spirits, McCabes Wines & Spirits and Manley’s Wines & Spirits, as well as via Drizly.

“Our mission is to share the smoothest, most authentically made tequila at an affordable price. DE-NADA Tequila is the culmination of our epic search for the ‘perfect tequila’ and our way of saluting the land, people and heritage of Mexico, a country that we have come to love,” says Neeson, President and Co-Creator, DE-NADA Tequila. “When we started this endeavor, our goal was to find a distillery that was true to its heritage, and we are honored to collaborate with Feliciano Vivanco y Asociados, since they share our values of authenticity and deep respect for the environment.”

Tasting Notes on Two Expressions that Capture Mexican Terroir

- **Blanco:** On the nose, notes of candied pineapple, peach, grapefruit and peppermint. On the palate, vibrant cooked agave. A medium to long finish is complemented by the aroma of roasted agave and a hint of vanilla.
 - A tequila to be sipped neat or mixed in cocktails, like *Palomas*, *Mexican Mules* and *Margaritas*.
- **Reposado:** On the nose, notes of cooked agave, vanilla, pepper, caramel and cinnamon. On the palate, almond, cinnamon, caramel and vanilla merge with cooked agave. On the long and full-bodied finish, enchanting notes of roasted agave, peach and pineapple.
 - The reposado is rested for a minimum of four months in oak barrels, which accounts for its complex flavor profile and relatively light color. To ensure a consistent color between batches, añejo tequila is added, rather than any coloring.
 - It is ideal sipped neat or over ice.

“Feliciano Vivanco y Asociados crafts some of the finest tequila in all of Mexico, and they put a real emphasis on eco-friendly practices. Danny and I bonded with them as fellow entrepreneurs and they understand and respect our vision, as we do theirs,” says Millman, CEO and Co-Creator, DE-NADA Tequila. “As the tequila category’s popularity continues to surge, we think our range will appeal to veteran tequila drinkers who will appreciate its complexity and finesse, as well as those new to the category for its silky approachability.”

A Marquee Spirit at Ivy Mix’s New Retail Shop, FIASCO! Wine & Spirits, in Brooklyn

FIASCO! Wine and Spirits, a new bottle shop in Crown Heights, Brooklyn by Conor McKee, Ivy Mix and Piper Kristensen, now carries DE-NADA Tequila. Each member of the trio is an industry veteran, with McKee the former Co-Buyer and Operations for Frankly Wines; Mix, Co-Owner of Leyenda, author of “Spirits of Latin America” and winner of Best American Bartender of the Year at Tales of the Cocktail; and Kristensen, Beverage Director and Partner at Oxalis. The shop specializes in rare and allocated spirits, everyday classics, as well as those produced by women, BIPOC and LGBTQ+ producers.

A Duo with a Passion for Fashion and Entrepreneurial Pursuits

Avid fans of tequila, the duo is driven to create the best expressions to share with friends and family. They also share a passion for entrepreneurship. Neeson and Millman launched and now manage their first start-up, Pine Outfitters, where Neeson is CEO, Founder and Co-Owner and Millman is CFO and Co-Owner. Named after pine trees, the fashion brand’s mission is to promote the environment as both a playground and a priority. The company offers a selection of sustainably-made, long and short sleeve shirts produced from recycled water bottles, as well as a wide variety of beanies and hats. For every product purchased, the company plants a tree through the National Forest Foundation. This commitment to sustainable practices continues at DE-NADA Tequila.

A Collaboration with a 5th Generation Distillery in Jalisco, Mexico

Neeson and Millman embarked on an epic, three-year quest to source the “perfect” tequila. After visiting 10 distilleries, their journey took them to the village of Arandas in Jalisco, Mexico. The region is famed for its red clay soil and beautiful rolling mountains blanketed with Blue Weber agaves that give the sky an even bluer hue. It was here, where the sun kisses each agave plant, that they gained a deeper understanding and appreciation of tequila and how it is crafted. They initiated a collaboration with award-winning, 5th generation tequila producers, Feliciano Vivanco y Asociados. The distillery is renowned for its brick-oven roasted, estate-grown agaves and is the only producer in Mexico to use local, natural yeast in the fermentation process, which is nourished by playing classical music. Moreover, they have taken a stand and do not use any additives, artificial flavors or colors. In addition, the distillery embraces eco-friendly practices, including upcycling spent agave fibers into cement and labels that adorn DE-NADA Tequila’s bottles.

The Final Piece of the Puzzle

The final piece of the puzzle was meeting Michael Mills, who formerly managed billion-dollar funds at Goldman Sachs before launching his own wine & spirits company, The Mills Groupe. Mills joined DE-NADA Tequila as COO and Co-Owner, bringing deep spirits industry expertise. Neeson, Millman and Master Distillers César Vivanco and Sergio Cruz, together with Mills, developed velvety smooth tequilas, double distilled in copper pot stills, that can be sipped neat yet stand up in a broad array of cocktails.

About DE-NADA® Tequila

The first tequila brand created by Millennials, DE-NADA® is the brainchild of tequila aficionados and entrepreneurs Daniel Neeson and Adam Millman. Their new range of premium, 100% Blue Weber agave tequilas, distilled by the acclaimed Feliciano Vivanco y Asociados distillery, honors generations of Mexican tradition, authentic production methods and sustainability. The new Blanco and Reposado expressions launch in New York, New Jersey and Connecticut in Spring 2021, with Louisiana and California later in the year, as well as via [Drizly](#). They offer the highest quality at accessible prices. For more information, please visit our website, www.denadatequila.com and follow us on Instagram at [@denadatequila](#).

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