

FOOD AND BEVERAGE

## John Varvatos teams with Nick Jonas on tequila brand

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*Villa One Tequila is launching next month. Image courtesy of Villa One*

By STAFF REPORTS

Fashion designer John Varvatos and singer-actor Nick Jonas are extending their relationship by launching a new brand of tequila together in partnership with Stoli Group.

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Villa One Tequila was inspired by the pair's 2018 trip to Mexico with their families and friends. This spirits launch follows other creative collaborations between the two, including an apparel collection and fragrance by the John Varvatos brand inspired by Mr. Jonas ([see story](#)).

### Agave alliance

While Mr. Jonas was originally tapped as the face of a John Varvatos campaign, the performer has come to be friends with the brand's eponymous founder.

"John and I forged a great relationship while working together," Mr. Jonas said in a statement. "When we brought our friends together over tequila in Mexico, we learned that we share the same values enjoying time with friends and family, old and new, one glass at a time.

"When it came to Villa One, it was critical to us that we take part in the decision-making process every step of the way and, now, we feel that this is exactly the tequila we sought out to create almost two years ago," he said.

The tequila was made at Stoli's Fabrica de Tequilas Finos distillery in Jalisco, Mexico, under the direction of master distiller Arturo Fuentes. The distillery used sustainably sourced blue weber agave that had matured for five to seven years, which came from both Highland and Lowland regions of Jalisco.

Villa One is positioned as an ultra-premium tequila, with price points starting at a suggested retail price of \$44.99 for the Silver version.

Silver is bottled right after its creation, with notes of dried fruit.

Reposado is aged for six months in oak barrels, giving it flavors of butterscotch and oak and an aftertaste of coffee, spice and leather. The golden tequila retails for \$49.99.

The costliest variation at \$59.99, Aejo is bottled after 12 months of aging. The caramel- and banana-flavored tequila leaves an aftertaste of dark chocolate and honey.

All three variations are 80-proof.



*Villa One Silver. Image courtesy of Villa One*

Mr. Varvatos and Mr. Jonas put their own touch on the bottles designs, which include metalwork that resembles jewelry.

"The experience Nick and I have shared in creating the Villa One spirit has been incredible," Mr. Varvatos said in a statement. "We found nimble, creative, well-connected partners in Stoli Group and a genuine artisan in Arturo who worked with us to guarantee that the liquid inside the bottle was unlike anything else on the market.

"We believe the Villa One bottle mirrors the 'life as it should be' mentality of celebrating good times with family and friends," he said.

Villa One will begin retailing in the U.S. this September.

According to the IWSR, the U.S. is the top market for tequila, and the spirits' sales were up 9 percent in 2018. Globally, tequila sales are forecast to increase at a 4 percent compound annual growth rate through 2023.

"The super-premium and ultra-premium tequila sector is projected to grow by 8 percent this year and it doesn't look to be slowing anytime soon," said Rudy Costello, acting global president/CEO of Stoli Group, in a statement. "Nick and John have been 'all in' on Villa One since they approached us more than a year and a half ago visiting the distillery, providing tasting and bottle design feedback, joining marketing and sales meetings and more.

"The energy they have for Villa One is contagious and has spread to our team and distribution partners, who can't wait to bring this fantastic liquid to market," he said.

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