

FOOD AND BEVERAGE

## Cincoro Tequila taps into NBA fanbase with ultra-premium spirits

September 16, 2019



Five NBA owners, including Michael Jordan, have launched an ultra-premium tequila brand. Image courtesy of Cincoro

By STAFF REPORTS

Sports icon Michael Jordan is leading a group of National Basketball Association owners launching their own ultra-premium tequila brand.

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Cincoro Tequila is the result of a collaboration between Mr. Jordan, owner of the Charlotte Hornets and considered one of the greatest basketball players of all time, and owners of three other NBA franchises. For many consumers, spirits are the drink of choice for celebrations and personal milestones, and Cincoro can potentially benefit from a built-in audience of basketball fans.

### Team tequila

Joining Mr. Jordan as founders of Cincoro are the Los Angeles Lakers' Jeanie Buss, the Milwaukee Bucks' Wes Edens and Emilia Fazzalari and Wyc Grousbeck of the Boston Celtics.

The group of five basketball executives met for a business dinner in 2016, and quickly bonded over a mutual love of tequila inspiring them to pursue a new business venture together.

"We set out to create a sipping tequila that is ultra-smooth, naturally rich, complex and delicious; a tequila with exceptional taste," said Ms. Fazzalari, CEO/founding partner of Cinco Spirits, in a statement. "Through hard work, determination and collaboration with our amazing group of founders and extended team, we have brought to life Cincoro Tequila.

"We believe each of our four Cincoro expressions provides a unique tequila experience that can transcend the category," she said.

[View this post on Instagram](#)

Taste the new standard of tequila. #Cincoro #CincoroFirstTaste

A post shared by Cincoro Tequila (@cincorotequila) on Sep 13, 2019 at 12:20pm PDT

### *Cincoro Tequila is launching with four tequila expressions*

Cincoro Tequila is now available in 12 markets and will be launching nationwide next year.

With prices ranging from \$70 to \$1,600 for a 750ml bottle, Cincoro, which translates to "five gold," is positioned as an ultra-premium label. Each tequila blend is 80 proof.

Cincoro Tequila uses 100 percent Weber Blue agave from the highland and lowland regions of Jalisco, Mexico. The agave is then slow-cooked and distilled in small batches before being blended into tequila.

The tequilas have already won 16 medals at prestigious spirits competitions, including a "Double Gold" for Cincoro Reposado at the 2019 San Francisco World Spirits Competition.

At \$70, an unaged bottle of Blanco is the most accessible tequila from Cincoro. The other three tequila expressions are barrel-aged in an underground cellar.

Reposado tequila retails at \$90 and is aged between eight to 10 months, while Aejo is aged more than two years and retails at \$130. The top of the line is Extra Aejo, which is aged between 40 to 44 months and costs \$1,600.

To capture Cincoro's NBA pedigree, the brand enlisted Mark Smith, vice president of innovation special projects at Nike, to design the bottle and packaging. Each five-sided bottle is topped with a king's crown crystal stopper.

Other spirits brands have targeted the NBA's passionate fan base in an effort to reach new audiences.

LVMH-owned cognac brand Hennessy tapped into the NBA Finals audience, which it felt offers widespread views as well as a cross segment of consumers. The spot focused on craftsmanship, which is a continual theme for luxury brands, especially those in the spirits sector.

The Bay Area's Golden State Warriors also have an official partnership with Hennessy ([see story](#)).

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