

FOOD AND BEVERAGE

## Mot Hennessy tequila brand steps into luxury segment

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*The new tequila bottle takes inspiration from a volcano. Image courtesy of Mot Hennessy*

By LUXURY DAILY NEWS SERVICE

Mot Hennessy's Volcan de mi Tierra has announced the latest addition to its portfolio Volcan X.A., a blend of reposado, aejo and extra-aejo tequilas, made from 100 percent blue agave.

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With the launch of Volcan X.A, Volcan de mi Tierra is taking its first step into the ultra-premium and luxury segment. With its aromatic expression revealed in a striking bottle design, Volcan X.A pays tribute to the Tequila volcano located near Jalisco, Mexico.

"The tequila market continues to grow at a fast pace, proving an increasing level of taste and quality, and consumed in the trendiest bars, restaurants and clubs," said Julien Morel, CEO of Volcan de mi Tierra, in a statement.

"After a successful introduction of our three core products, blanco, reposado and cristalino, we are thrilled to launch Volcan X.A: a pure and ultimate expression of Volcan de mi Tierra savoir-faire, created to be appreciated around the best tables of the world."

### Talking tequila

Volcan X.A aimed to reinvent the aging process by using "grace" casks, a barrel made with American oak, which ultimately creates smooth, toasted and vanilla aromas.

The new tequila features a level of sweetness due to this process, while also releasing a balance between cooked agave, hints of spices and sweet aromas such as notes of vanilla, honey and dried fruits.



*"Grace" casks, or American oak barrels. Image courtesy of Mot Hennessy*

Produced in limited quantities at Volcn's dedicated distillery, X.A will be solely available in select high-energy nightclubs and restaurants worldwide, such as in New York, Las Vegas, Los Angeles, Miami, St. Tropez, Ibiza and Cannes.

According to Fortune Business Insights, the global tequila market is expected to grow from \$10.43 billion in 2022 to \$15.57 billion by 2029. In 2021, it was valued at \$9.89 billion.

Tequila seems to be the drink of choice as of late, especially among celebrity figures. From Dwayne "The Rock" Johnson and George Clooney to Kendall Jenner and Nick Jonas, big names are stepping into the tequila space.

In 2019, fashion designer John Varvatos and singer-actor Nick Jonas extended their relationship by launching a brand of tequila together in partnership with Stoli Group.

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](#)).

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