

FOOD AND BEVERAGE

Cincoro Tequila goes gold as agave-based spirits market booms

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An image of Cincoro Gold being served for two. Image credit: Cincoro

Ultra-premium spirits brand Cincoro Tequila has announced the release of the liquor purveyor's newest and fifth expression, Cincoro Gold.

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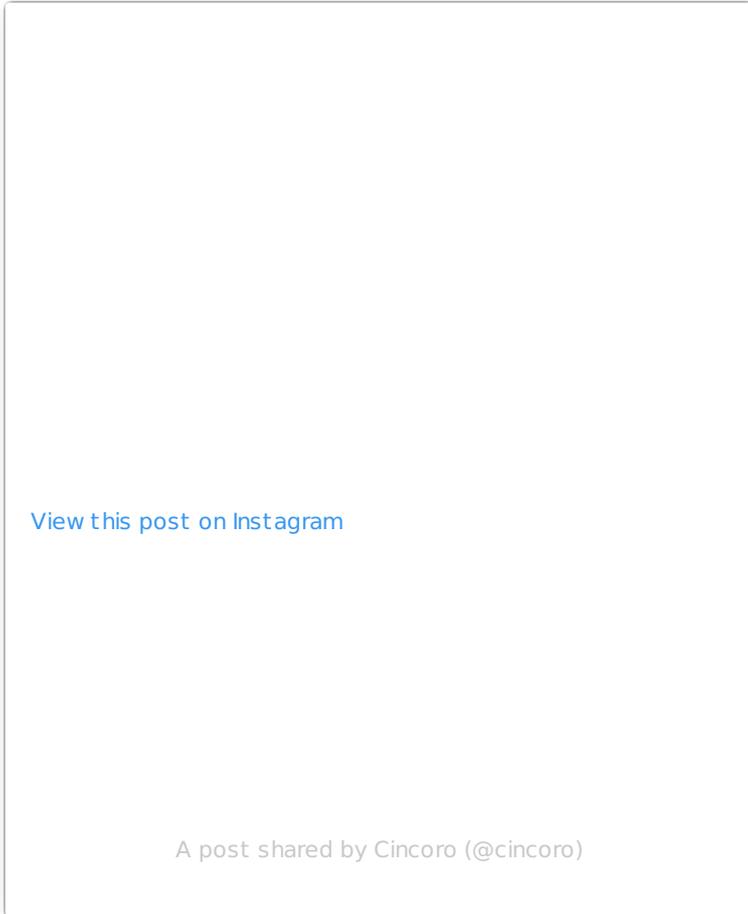
Cincoro Gold is in a class of its own: the spirit contains a rare blend of Cincoro's Blanco, Reposado, Aejo and Extra Aejo expressions. Cincoro Gold will be available in the United States beginning in October 2022 and online for exclusive pre-release through luxury e-commerce platform, ReserveBar.

"We began with a mission to create the world's finest tequila and Cincoro Gold delivers on that mission," said Emilia Fazzalari, Cincoro CEO and co-founder, in a statement.

"We are committed to innovating to bring to market truly special and exceptional expressions that redefine luxury tequila."

Tequila for the glitterati

The global Tequila market generated \$12.89 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 6.6% from 2022 to 2031, according to [Allied Market Research](#).



An image of four different tequilas from award-winning spirits purveyor Cincoro

In the United States specifically, agave-based spirits are the third largest spirits category, behind vodka and whisky. U.S. consumption of tequila alone rose by more than 30 percent between 2015 and 2020, with premium-and-above products up by over 60 percent, according to [IWSR](#).

There is an excellent opportunity for premium tequila brands to increase sales in 2022, as demand for product steadily increases. Priced at \$349.99 for 11.8 ounces, Cincoro Gold targets luxury consumers with a penchant for indulgent and luxurious liquors.

The latest offering from the decorated tequila brand will be presented in Cincoro's award-winning bottle with a distinctive gold finish.

Cincoro has made a spot for itself as one of the top luxury spirits brands, and consumers may be surprised to know that the luxury liquor is the result of a collaboration between former NBA player Michael Jordan and owners of three other NBA franchises ([see story](#)).

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