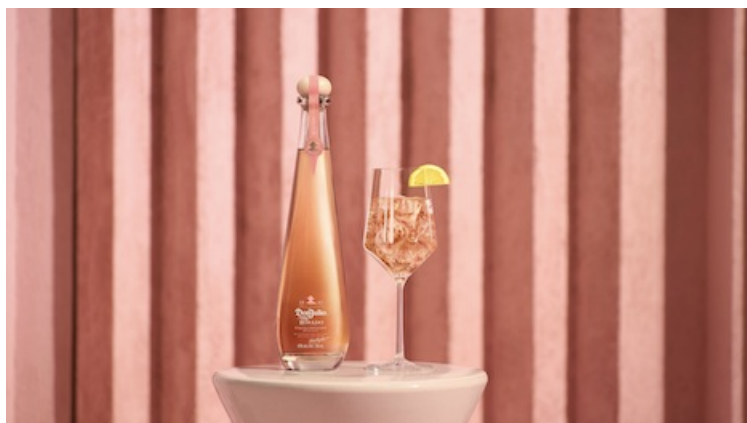


FOOD AND BEVERAGE

## Diageo, Don Julio launch luxury Reposado tequila

March 7, 2023



*Tequila Don Julio's latest offering will become a permanent addition to the Diageo Reserve portfolio. Image credit: Tequila Don Julio*

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By LUXURY DAILY NEWS SERVICE

A subsidiary of spirits distributor Diageo's Reserve division, Tequila Don Julio is thinking pink.

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The premium tequila brand has announced the release of its latest offering, Tequila Don Julio Rosado a fruity, pink-hued Reposado. This new color and flavor come courtesy of the spirit's aging process, which takes place over a minimum of four months in Ruby Port wine casks.

"At Tequila Don Julio we strive to evolve our flavor profiles and offerings to delight the ever-expanding palettes of discerning tequila drinkers," said Christina Choi, senior vice president of tequila at [Diageo North America](#), in a statement.

"We are thrilled to continue the brand's legacy of exceptional innovation and luxury tequila leadership with the release of Tequila Don Julio Rosado."

Rose-colored glasses

The Rosado's creative campaign was filmed in Mexico under the direction of Ukrainian filmmaker Tanu Muio and conveys the message that the smooth nature of the new Rosado is fit for the light of day and not just an after-dark option.

"Most people enjoy luxury tequila in the evening with Rosado, we are enticing people to call up their friends to enjoy a luxury tequila drinking experience during the day time with a delicious Rosado cocktail and a fabulous elevated vibe," Ms. Choi said.

The Ruby Wine casks in which the Don Julio Rosado Reposado is aged hail from Douro in northern Portugal, the birthplace of Port wine.

The resulting flavor includes fruity notes such as dried plum, raspberry and strawberry, as well as sweet hints of cocoa and caramel.

Don Julio's latest release answers a rising demand for specialty tequila.

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[View this post on Instagram](#)

A post shared by Don Julio Tequila (@donjulioequila)

According to the [Luxury Brand Index: 2022 Second Quarter Report](#) released last October, even as the premium spirits sector slowed overall during Q2, tequila continued its upward trend ([see story](#)).

Diageo activations and launches have historically skewed ahead of the curve.

In 2016, Diageo Reserve recognized that consumers were beginning to prefer experiences over owned items.

In an effort to build an emotional rapport with its base, the brand hired its first "global cocktailian," Canadian champion mixologist Lauren Mote ([see story](#)).

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