

# Tequila

# TAPATIO®

◆ 1937 ◆



## TAPATIO PRESENTS NEW PACKAGING

Tequila Tapatio is presenting a new packaging design across its entire range which will launch at the end of November with the new Blanco bottle. The Reposado bottle will follow in December, with the rest of the range in 2026.

The new design, which aligns more closely with the visual codes of the modern tequila category, aims to attract new consumers to the brand while continuing to celebrate its authenticity.

This move marks a new chapter in the Tapatio story following the announcement earlier this year that Jenny Camarena, third-generation Maestra Tequilera, was appointed to the role of Master Distiller and CEO at La Alteña Distillery, the home of Tapatio.

The recipes across the range remain unchanged, except for its Reposado and Añejo variants which see their ABV moving from 38% to 40%.

Each of the five expressions will have new label colours to create further differentiation across the range.

The new range will be available in 50cl format, while Excelencia Gran Reserva will be presented in a 70cl bottle.

  
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## KEY HIGHLIGHTS

### NEW LOGO

Contemporary and elegant typography for greater standout whilst also incorporating the year of La Alteña Distillery's foundation.

### BOTTLE SHAPE

Based on the elegance, strength, and legacy of Tapatio tequila, the new bottle blends tradition with modernity, and is inspired by the natural shape of the heart of the piña, within the agave plant.

### LABEL COLOURS

Each of the five expressions have new colours to create better differentiation across the range.

### TT SYMBOL

A new TT symbol has been added which adds emphasis to the number 37, paying tribute to Tapatio's founding year.

### CORK CLOSURE

Inspired by Tapatio's American oak barrels, the cork closure further elevates the new pack design.

### LABEL

More emphasis is put on the tequila's origin from its founding year of 1937 to its agave type, production process and tasting notes. The label is also textured and embossed to further enhance the bottle's premium look and feel.

### DANCERS

El Charro & La China remain on the label as well as now being etched in the glass bottle. They represent the traditional dance "Jarabe Tapatio" and are a key symbol of the Tapatio brand and Mexican culture.



  
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