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1800 Tequila Is Releasing an $11,000 Extra Añejo in a Run of 50 Sets

The limited bottle, housed in a Pedro Friedeberg decanter, pushes the brand deeper into the market for collectible luxury agave spirits.

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1800 Tequila said Thursday that it is releasing an $11,000 extra añejo tequila in a production run of 50 sets, a launch that places the brand in the small but growing market for ultra-luxury agave spirits sold as much for design and collectibility as for what is in the bottle.

The new release is called 1800 Colección Tequila Mono Laberinto Doble. It comes in a nickel decanter created by the late Mexican artist Pedro Friedeberg and is being offered through the brand's website on preorder. The bottle joins the company's Colección line, a series that links limited tequila releases with Mexican art and design.

The spirit inside is an extra añejo, the category used for tequila aged for more than three years. According to 1800, the tequila was made from agaves that were slow-cooked in masonry ovens before distillation. It was then aged for at least three years in a mix of new American oak barrels with medium and high char levels and French oak casks that had previously held Amarone, the red wine from Italy.

1800 described the tequila with notes of oak, cooked agave, honey, prune and vanilla. The company has not positioned the release as a broad retail product. Instead, the low production and the price suggest a strategy aimed at collectors and buyers who view high-end spirits as luxury objects.

That approach has become more common across premium alcohol in recent years, especially in whiskey, where producers regularly issue limited decanters and rare-age statements at five-figure prices. Tequila has fewer releases at that level, but there is a clear push among some producers to move further into the luxury market by combining longer aging, scarce supply and artist collaborations.

For 1800, the Friedeberg connection is central to the launch. The artist first worked with the brand in 2017 as part of the 1800 Milenio Artist Series in Mexico. The company said Mono Laberinto Doble was one of the last projects he completed before his death last spring. Friedeberg was known for work that drew on architecture, geometry and surreal visual forms, and 1800 said the decanter was inspired by his early encounters with architecture.

"Pedro's work has always existed at the intersection of imagination, identity, and heritage, and this latest iteration for the 1800 Colección Tequila series is no different," Patrick Charpenel, executive director of El Museo del Barrio, said in a statement released by the brand. He described the decanter as both a tribute to the artist's legacy and a sign of the long relationship between 1800 Tequila and Mexican artistry.

The launch also arrives with a related publishing tie-in. 1800 said the release coincides with the debut of “The Art of Tequila: Spirit of Mexico,” a new Assouline book that connects tequila with Mexican culture, craftsmanship and visual art. Pairing a luxury bottle with a coffee-table book is another sign of how major spirits brands are trying to place select products inside a broader lifestyle market rather than in the standard drinks business alone.

1800 has been part of that business for decades. The tequila was introduced in the late 1960s by the Beckmann family, the same family behind José Cuervo and other drinks brands including Maestro Dobel, Reserva de la Familia and Bushmills. The current 1800 range includes blanco, reposado and cristalino expressions, along with flavored tequilas, but this release sits apart from that wider lineup because of its age, packaging and price.

The company has not announced a wider retail rollout beyond the 50-set allocation. At $11,000, Mono Laberinto Doble enters a segment where provenance, artistic authorship and rarity are likely to matter as much as production details. For tequila makers, that segment remains small, but it continues to offer a way to raise the category’s profile among collectors who have long focused more heavily on top-end Scotch, bourbon and cognac.