vinetur

Tequila Herradura celebrates heritage and innovation in Jalisco as global demand for premium spirits rises

Historic brand highlights traditional methods and community ties while expanding exports and introducing new tequila varieties

Thursday, July 24, 2025


CRISTALINO
HERRADURA
TEQUILA
ORIGINAL
HERRADURA
CRISTAL
TEQUILA 100% DE AGAVE
HECHO EN MÉXICO
REPOSADO CRISTALINO

Tequila Herradura marked International Tequila Day this year by highlighting its long-standing role as a symbol of Mexican craftsmanship and culture. The celebration took place in Jalisco, the heartland of tequila production, where the brand reaffirmed its commitment to tradition and innovation. Founded in 1870 in the Amatitán Valley, Casa Herradura has played a key part in shaping the tequila industry, both in Mexico and abroad.

The company's history is filled with milestones that have influenced the evolution of tequila. In 1974, Herradura introduced the first reposado tequila to the market. Later, it launched Selección Suprema, recognized as the first extra añejo tequila. Most recently, Herradura entered the growing category of cristalino tequilas with Herradura Cristal, released in 2024. This new expression was developed in response to changing consumer preferences for smoother, more refined tequilas suitable for modern mixology and social settings.

Francisco Baeza, Vice President and General Manager of Casa Herradura, emphasized that tequila is more than just a beverage for the region. "Tequila is a heritage born from this land, from the Amatitán Valley. It carries with it the pride, work, and culture of our communities," he said during the event. The Governor of Jalisco, Pablo Lemus, also attended and spoke about tequila's importance as a cultural and economic driver for both Jalisco and Mexico.

In 2024, tequila exports generated over $4 billion according to data from the Tequila Regulatory Council. This figure underscores tequila's role as a major economic engine for Jalisco and for thousands of families across the region's highlands and valleys. Herradura alone now exports to 43 countries, including key markets such as the United States, Colombia, the United Kingdom, Japan, South Africa, and Australia. Despite its global reach, Herradura continues to produce its tequilas in Mexico using traditional methods.

One of Herradura's distinguishing features is its use of spontaneous fermentation without additives and distillation in copper pot stills. These artisanal techniques rely on natural microorganisms from Amatitán's environment to create complex flavors that appeal to consumers who value authenticity and quality. As industrialization increases

across the spirits industry, Herradura maintains its focus on preserving these traditional processes.

Brown-Forman, one of the world’s leading wine and spirits companies and owner of Tequila Herradura since 2007, used International Tequila Day to honor both the legacy and future of the brand. Company representatives noted that new generations are seeking tequilas with real stories behind them—products that are smooth yet rooted in history.

The celebration also served as a reminder of tequila’s deep connection to Mexican identity. “There is no country where you mention Mexico without thinking of tequila,” Baeza said. He added that for Herradura, this connection is personal and historical.

As demand for premium tequilas continues to grow worldwide, Herradura remains committed to supporting local communities through employment and sustainable practices while promoting tequila as a source of national pride. The company sees tradition and innovation not as opposites but as partners in maintaining quality and relevance in a changing market.

International Tequila Day provided an opportunity for Casa Herradura to look ahead while staying grounded in its origins. The brand continues to honor its heritage through careful production methods and by sharing its story with consumers around the world.