

REVEL

A NEW BRAND AND CATEGORY IN THE WORLD OF AGAVE-BASED SPIRITS

Revel's Avila is not just a new spirit – it represents the formation of a new category under the agave umbrella. Like tequila, Revel Avila is distilled using 100% Blue Weber agave; however, that's where the similarities stop. Avila can only be produced using agave grown and distilled in the Morelos region, a small state in the south central part of Mexico with a distinctive terroir that's evident in the taste of the final product.

Unlike the Tequila region, which has been in operation for 400+ years, Morelos (the only place Avila can be produced) is new to agave growing, boasting pristine, alkaline-rich soil. The farmers and distillers share an unwavering commitment to authentic processes and techniques like natural bat pollination and the use of volcanic roasting pits.

The world's first Avila, Revel is an ultra-premium agave spirit handcrafted using both roasted and steamed piñas, a process that marries the old-world characteristics of mezcal with newer tequila-like techniques. Revel Avila provides a truly one-of-a-kind profile.

The Revel brand is the brainchild of former music executives and colleagues Micah McFarlane and Jacqui Thompson who teamed up with McFarlane's child-

hood friend and sales executive Susan Clausen. But the Revel Spirits concept didn't fully materialize until they met the fourth member of the partnership—Héctor Ruiz—a chef/owner of several acclaimed Minneapolis restaurants and a Morelos native whose family owns and operates the farm and distillery where they produce the spirits.

Revel Spirits is setting out to lead and grow a full-fledged movement, educating trade and mainstream audiences on agave options outside of tequila. What's more, the growing tequila shortage means Avila, and spirits like Mezcal, Bacanora and Sotol are poised to fill a tangible need in the market, offering consumers an attractive alternative to tequila.

Revel Spirits is working closely with the Mexican government to build out

their operation to neighboring farms. Prior to Revel Spirits' and the new category of Avila, the Mexican government had invested in Morelos' agave farms, but there hasn't been a plan in place to help the farmers distribute their product, until now.

Headquartered in Los Angeles, California, Revel Spirits is the sole manufacturer and importer of Avila, a new category of agave-based spirits. Revel Avila offers a unique profile which has garnered the brand significant awards and accolades since its 2018 debut. ■

revel
SPIRITS INC