

EDITION 001

BY DANNY MUNOZ

SAVOR AGAVE

EXPLORE MEXICAN SPIRITS

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DELICIOUS
COCKTAILS
THAT ARE NOT
MARGARITAS

Explore recipes
beyond our favorite
tequila pastime

ADDITIVE-FREE,
WHAT DOES IT MEAN?

Heritage vs demand,
what the past and
future say about
scaling agave
production



VÁMONOS
A JALISCO

A beginner's travel guide to
a Napa-style visit to
Mexico's most famous
tequila region

BEYOND AGAVE

The story of Mexico's first-
ever saké brand and what it
means for Mexican Spirits

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DANNY MUNOZ

¡Hola! My name is Danny, and I've built my career around the stories and spirits of the agave.

Tequila and mezcal aren't categories to me — they're work in the fields, hands on the stills, and stories passed along with every pour. I've had the privilege of bringing those traditions into new markets, helping brands grow while keeping their roots intact. From distilling in Dallas to launching new agave expressions across Texas,

I've seen firsthand how heritage and innovation can work together.

My work lives between education and execution: hosting tastings that connect people to the plant, designing activations that make brands unforgettable, and building programs that expand distribution without losing soul.

At the heart of it all, I believe the path of agave is a balance of hard work and wonder. That's the energy I bring to every role, every project, and every pour.

Danny Muñoz

Dedicated Taste Tester