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FLECHA AZUL TEQUILA

AIMS FORWARD

MARK WAHLBERG



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Aron Marquez, Mark Wahlberg & Abraham Ancer

FLECHA AZUL TEQUILA AIMS FORWARD

Written by Allison Levine

Tequila (and mezcal) was the second fastest growing spirits category in 2021. Tequila was also the second largest category by revenue, behind vodka. According to the Distilled Spirits Council of the U.S., Tequila/Mezcal sales have grown 30% between 2020 and 2021. And with consumers wanting tequilas that can be sipped and savored, as well as mixed in drinks, agave-based liquor is the second best-selling category with the potential to overtake vodka's number one position.

Tequila has been around for centuries and today there are more than 1500 brands on the market. And in 2020, Flecha Azul entered the market. Despite the popular category, Flecha Azul has stood out as an ultra-premium, elegant tequila on a forward trajectory. "Flecha Azul is one of the few Mexican owned and operated tequilas in the world. When you taste it, you can tell the difference between Flecha Azul and the myriad of other tequilas in the marketplace," explained co-founder Aron Marquez. "The flavors are authentic, and the process follows time honored tequila traditions."



Flecha Azul was created by long-time friends Aron Marquez and Abraham Ancer. Ancer, the number one Mexican golfer in the world, and Marquez, an entrepreneur who is CEO of industry-leading oil company Wildcat Oil Tools, bonded over their Mexican heritage and their shared passion for tequila. In 2017, they were looking for opportunities to become business partners and wanted to honor their Mexican heritage. “Abraham and I have been longtime friends and always wanted to find a way to do business together. We are both passionate about our Mexican heritage and thought no better way to honor our roots than through tequila,” Marquez explained. He added, “We saw a lot of inauthentic tequilas entering the market and we wanted to create something better and of the utmost quality. After years of research and trial, Flecha Azul was born.”

Flecha Azul means “blue arrow” in Spanish. The significance of “flecha” is that an arrow is a sign of perseverance as it can only be shot and propelled forward when pulled backward. To hit its target, the arrow must be aimed high. This holds true to the humble beginnings of the brand’s founders who have aimed high, overcome all pullbacks, and launched their paths to success. The meaning of the word “azul” is in reference to the Blue Weber Agave, the highest quality

of agave used for tequila. The arrow is part of the Flecha Azul logo in which a blue arrow is subtly placed inside the coa, a quintessential tool used to harvest the Piña (the core of Blue Weber Agave), which symbolizes strength. Jimadores, the highly skilled Mexican farmers, spend

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hours hand cutting each individual leaf from every plant. This process is both time and labor-intensive and requires incredible skill and strength to harvest the agave. Surrounding the arrow and coa are dozens of Blue Weber Agave leaves. The leaves are strategically placed to look like an energetic burst of light behind the coa and arrow, representing the bright and vibrant culture of the people of Mexico. The logo of Flecha Azul is a symbol of life

that the light gives to the fields of Jalisco, Mexico. It is also a symbol of purity and authenticity of Flecha Azul Tequila.

The authenticity of Flecha Azul begins with the production. Flecha Azul is produced by Tequila Orendain of Jalisco, a multigenerational Mexican family that has been making tequila since 1840. In 1926, Don Eduardo Orendain Gonzalez began his own company, affectionately known as “La Mexicana”, after acquiring a small and rudimentary distillery. Don Eduardo had a love for the countryside, a disciplined work ethic, and a commitment to quality that he passed down to his children. Today “La Mexicana” is owned by the 3rd generation of the Orendain family.

Marquez and Ancer have had a long relationship with the Orendain family, who produce some of the best tequilas on the market. The Orendain family agreed to help them create Flecha Azul and “we could not have been more thrilled,” added Marquez. “Working with world-class tequila makers allowed us to craft a tequila in the mold of all of the tequilas we love, but with our own unique touch.”

The integrity of Flecha Azul is also in the product and process. The agave is grown in the heart of Tequila in the lowlands of Jalisco. The jimadores harvest the agave



only when it reaches full maturity. Any pieces of the plant that are not used are returned to the land, along with peanut plants that are sown between the rows to nurture the soil.

The agave piñas are cooked in hornos, traditional masonry ovens. The juice is extracted from the piñas and put in the fermentation tank where a proprietary yeast strain is added. After 72 hours of fermentation, the rich, sweet mosto is released from the agave. The mosto then goes through at least two distillations to become Flecha Azul Tequila. The tequila is first stored in aging tanks and then placed into exclusive ex-Bourbon American white oak barrels from Kentucky.

In two short years, Flecha Azul Tequila has established itself in the tequila market. The brand's ratings on tequilamatchmaker.com far exceed the top selling brands in the super and ultra-premium tequila categories. The Flecha Azul Blanco recently won the Double Gold Medal at the New York World Wine & Spirits Competition.

And, in 2021, actor and entrepreneur Mark Wahlberg came in as an investor to help take Flecha Azul to the next level. A celebrity getting involved in a tequila brand, or any spirits brand, is not new. The increased popularity of tequila has

also increased the number of celebrities who have entered the category. First there was George Clooney, then Bryan Cranston and Aaron Paul, Dwayne Johnson, and Michael Jordan, as well as Nick Jonas, Rita Ora, Adam Levine and Sammy Hagar, Justin Timberlake, and Sean "Diddy" Combs.

Marquez and Ancer were not looking for a celebrity to join their team. Wahlberg met Marquez and Ancer playing golf and that is where they realized they connected on a personal level. Wahlberg shared that they "are all family-oriented, self-made guys and I was just really loving what they were doing with Flecha Azul. And I loved their story; everything that they have done is so similar to what I am trying to build on my own, one step at a time." Marquez added that when they met Mark, "the partnership felt natural. We quickly bonded over our similar upbringings and devotion to faith and family. The arrow in our logo represents that despite all our setbacks, Abraham and I aimed high for success, and we recognized the same qualities in Mark."

The fitness conscious Wahlberg had always been a wine drinker but was aware of the sugar and calories in wine. A friend told him that if he switched to tequila instead of wine, he would not have to work out as hard since there are less calories and less fluid intake. That

is when he started drinking tequila. "It's funny because when I started sampling what was out there, and I tried Flecha. I could tell the difference between really good tequila and stuff that is curated by somebody else, who might not have the same level of experience."

As an entrepreneur, Wahlberg has invested in multiple businesses, and he recognized the popularity of the Tequila category. "The space is growing thanks to guys like Dwayne and George," he explained. And after meeting Marquez and Ancer, Wahlberg "wanted to invest in THEM because I saw the potential to make Flecha Azul number one."

As an investor in Flecha Azul, Wahlberg is not claiming to own the business. "You have all these other people out there claiming to have gone to Mexico and created tequila and cultivated agave and all this stuff. I did not want to jump on that wagon," Wahlberg shared. "After I met the co-founders of Flecha Azul, Abraham and Aron, I recognized the star power the two had and wanted to support their venture. They are hardworking, talented guys and I put a big check behind them to help them succeed."

Wahlberg's investment is focused on his belief in Marquez and Ancer's vision and potential and knowing they have created the best tequila out there. "These guys

really are stars, so for me to be able to recognize their talent, their ability, and their achievements and then to be able to put them on a platform and celebrate them and their success, it is exciting to me,” Wahlberg added.

For Wahlberg, he is enjoying supporting his friends and helping to grow the brand. He explained that “it is an amazing feeling to pour a glass for someone who has not tried Flecha yet and seeing their reaction to how good it tastes.”

The key is getting everyone to taste Flecha Azul and that is Wahlberg’s goal. “Everything that we have we are going

to tap into and utilize to make sure this brand is as successful as possible. I know that when people get their hands on Flecha Azul, they will be sold. You can taste the authenticity.”

There are five expressions of Flecha Azul Tequila. Blanco is the foundation of all the tequilas. It rests for two months in stainless steel and offers a balanced flavor profile where expressive spice and cooked agave give way to ripe fruit and honey-sweet floral notes. Reposado spends six months in ex-Bourbon American oak barrels and has notes of citrus, grassiness, vanilla, sandalwood, and baking spices. Añejo spends 18 months in ex-Bourbon

barrels and has notes of caramel, dried herbs, pineapple cream soda, and black pepper. Cristalino is a triple filtered Añejo that has notes of vanilla and dark chocolate. Extra Añejo is aged for 36 months in ex-Bourbon American oak barrels and has notes of praline, roasted pineapple, and vanilla.



SIP AND SAVOR FLECHA AZUL TEQUILAS OR TRY THEM IN A COCKTAIL



Flecha Azul
Margarita

Flecha Azul Margarita

2 oz Flecha Azul Blanco Tequila
1 oz Fresh Lime Juice
1 oz Simple Syrup
Pinch of Salt

Method: *Shake all ingredients in a cocktail shaker with ice.*

Pour into a glass of your choice.

Add a pinch of salt to taste.

Flecha Azul El Seventy-Five

1 oz Flecha Azul Reposado Tequila
.5 oz Simple Syrup (1:1 Sugar + Water)
Champagne

Method: *Shake tequila and simple syrup in a cocktail shaker. Strain into a tasting flute. Top with champagne.*



Flecha Azul
Blackberry Spritz

Flecha Azul Blackberry Spritz

2 oz Flecha Azul Blanco Tequila
½ oz fresh lime juice
½ oz simple syrup
Sparkling water
Fresh blackberries

Method: *Muddle 3 – 4 blackberries at in a rocks glass and add ice. Combine tequila, lime juice and simple syrup in a cocktail shaker. Once shaken, add to glass with muddled blackberries and ice and top off with sparkling water. Garnish with whole blackberries.*

Flecha Azul Tequila Old Fashioned

2 oz Flecha Azul Añejo Tequila
¼ oz Simple Syrup (1:1 Sugar + Water)
2 dashes of Angostura bitters
Orange Peel
Orange Slice for Garnish

Method: *In a rocks glass, add 2 dashes of Angostura bitters, simple syrup, and Flecha Azul Añejo Tequila into ice and stir well. Express the oils from an orange peel and garnish with an orange slice.*