



CASA MAESTRI IS ON THE RISE

Written by Allison Levine

Destiladora del Valle de Tequila Distillery, also known as “Casa Maestri”, may not be a household Tequila brand but it is the largest private brand producer of Tequila and one of the top ten Tequila producers in export sales volume. Celebrating its 15th anniversary this year, Casa Maestri is continuing to grow.

At the helm of Casa Maestri is Celia V. Maestri, a second-generation Mexican-American who was raised in the liquor business. Celia’s parents Jose and Celia Villanueva migrated to Cordoba, Veracruz in 1951 and established Licores Veracruz Liquor Distillery. Celia’s husband Michael Maestri is also from a multi-generational family in the liquor business. His parents Frank and Lyn Maestri established Frank-Lin Distillers Ltd in San Jose, California in 1976.

Combining their years of experience and their passion for the traditions of tequila, Celia and Michael Maestri moved from Houston, Texas to Tequila Jalisco in 2008 to create Casa Maestri. Casa Maestri produces Tequila for more than 90 other companies, many of which have won hundreds of medals in international spirits competitions. But it is their own flagship brands that are gaining attention from customers from more than 20 countries.

The Tequilas of Casa Maestri are produced using traditional methods of manufacturing. The company has its own agave plantations, as well as works with numerous agave growers in the region. The eponymous flagship brand of Casa Maestri is made from piñas between 6 and 14 years of age, with between 23 and 28 Brix of sugar content, and which are trimmed as close to the heart as possible. Half of the piñas are slowly steam-roasted in traditional thick stone walled ovens (hornos) for 36 to 54 hours. The other half of the agave piñas are steam-cooked at high pressure in an autoclave. The Casa Maestri Tequila undergoes a double distillation in 5,000-liter copper pot stills.

Michael Maestri, with the assistance of Maestra Tequilera Ana Maria Romero, developed the aroma and flavor profile of Casa Maestri Tequila. Celia Maestri and ceramic artist Oscar Reynoso Becerra from Guadalajara designed the distinctive ceramic bottles which were inspired by Jalisco’s charro (Mexican cowboy) culture.

In addition to the flagship brand, Celia Maestri also developed TUYO Tequila, an exclusive line of Cristalino tequilas that pays tribute to the goddess of agave and tequila, the Aztec Goddess Mayahuel. Casa Maestri

is also launching two new extensions - a Mezcal and a Coffee liqueur. The Mezcal is from Oaxaca and is 100% Espadin Agave with light smoke notes. The Coffee Liqueur pays tribute to Celia’s family roots in the state of Veracruz Mexico, known for great coffee, where her family distillery Licores Veracruz is located.

Casa Maestri Tequilas have won medals at competitions sponsored by the Beverage Testing Institute, San Diego, Los Angeles, and New York spirit competitions, and the Wine & Spirits Wholesalers of America, among many others. And Celia’s passion and commitment have been recognized. Mexico’s Former President, Enrique Peña Nieto, presented Celia with the National Export Award in 2018 and she was named one of the “Top 30 Female Entrepreneurs to Look Out for in 2022” by Entrepreneurs Herald. Passionate about tequilas, Celia and Michael Maestri have grown their family legacy into Casa Maestri, one of the fastest-growing premium tequila producers in the world.

