

SUERTE

**‘One of the most underrated Tequila Brands’
-The Tequila Report 2025**

Year Founded: 2012

Region: Highlands, Mexico

**Founders: Lance Sokol
& Laurence Spiewak**

**Master Distiller: Pedro Hernandez
Barba**

Cool Fact: Lance and Laurence were inspired by “the legend of lido rabbits” which credits a rabbit with discovering Tequila. Our rabbit was hand drawn by a tattoo artist named Adam Jackson from Tacoma, WA. Inside our rabbit are 13 icons that each have a unique meaning relating to luck, Tequila and our passion for the Mexican spirit.

Suerte, “luck” in Spanish, is an independent craft tequila made in the highlands of Jalisco. We are a single-distillery tequila, which means Suerte is the only brand made with NOM 1530. All our tequilas are 100% Tahona-crushed. Our Tahona was hand carved from volcanic rock that was unearthed below our distillery and weighs approximately 3,000 pounds. One thing that keeps us grounded is the coming together around the manual bottling line. No mass market production here. Just some of Pedro’s family and coworkers taking the time to make sure every bottle is up to our standards and ready to make its journey to America. Final destination: your glass. ¡Salud!

Suerte was founded and is owned by Laurence Spiewak and Lance Sokol. The Master distiller is Pedro Hernandez Barba, whose family owned the distillery that Laurence and Lance purchased majority ownership in back in 2013. Barba has a percentage of ownership in the distillery and in the Suerte brand, and also owns the agave fields where the agaves are grown for Suerte. Besides growing agaves, Pedro Barba also grows avocados.



Every drop of Suerte Tequila is infused with the revitalizing waters of the natural spring that flows from our hometown of Atotonilco El Alto. This crystal clear water is filtered through natural rocks deep underground before bubbling to the surface. This natural filtration process imbues our water with the natural minerals that give spring fed waters their refreshing taste. The spring at Atotonilco El Alto is renowned for its healing properties. It’s said that a soak in the spring cleanses the body of impurities and reinvigorates tired muscles. We welcome piñas by the truckload into our distillery and begin the process of splitting and stacking them in our brick oven.

We slow roast the piñas for 56 hours, four times longer than the industry standard, to bring out the fullest agave expression. It’s the way we roll that sets our tequila apart. Being 100% Tahona means every piña from the oven gets crushed under a two-ton stone, slowly and repetitively, for 24 hours to release all the juices. Other tequila producers use shredders to process the piñas. But, just like a mortar and pestle, the process of crushing releases the true essence of the agave and creates nuances of flavor you can’t achieve otherwise. The juice from the crushed piñas is mixed with pure spring water creating “Mosto”. To get the most of our Mosto, it goes directly into a fermentation tank where a proprietary yeast is added. Then we’re back to going slow – letting the yeast do its work for a few days and getting our fermentation on. From there, the liquid is ready to be double-distilled by passing through a stainless and then copper still for finishing. Our distillation is a 17-hour process and the industry standard is 3.5 hours.



Still Strength Blanco Limited Edition

A rare offering, full of vibrant, roasted agave flavor. Twice distilled at 52% abv (104 proof). The still strength version of our award-winning, Tahona-crushed Blanco will be appreciated by all tequila lovers who like to savor the spirit in its purest form. Enjoy vibrant, crisp, agave flavors and a finish that, well, there's no telling how it will finish.



Blanco

Crushed to perfection. True tequila taste made better with Tahona. A favorite with the founders, our Blanco offers such an incredibly smooth finish and distinct herbal notes that they love to sip it straight. To those who prefer to mix, cocktails never had it so good. Fresh herbal, citrus aroma, subtle sweetness.

- 100% blue weber agave slow-roasted for 52 hours
- Tahona-crushed for 17 hours
- Double-distilled in stainless and copper
- Rested in stainless steel for two months

92 Points – The Tasting Panel – *“Appealingly earthy agave nose; toasty, intense, and smoky; rich, smooth, and spicy with lots of character and solid length.”*

Gold – New York Wine & Spirits Competition 2018

Gold – SIP Awards 2017



Reposado

‘5 Great Reposados under \$50’ – The Tequila Report 2025

Cooked, crushed and well-rested. A reposado tequila lovers love. This magnificent spirit highlights the master distillers’ craft by exhibiting perfect balance of resting time, oak and pure agave flavor. Butterscotch, subtle plum, oak notes.

- 100% blue weber agave slow-roasted for 52 hours
- Tahona-crushed for 17 hours
- Double-distilled in stainless and copper
- Aged seven months in charred white American oak whiskey barrels



Añejo

With age comes wisdom, or in the case of our Añejo, drinkable brilliance. Our Añejo is aged twice as long as the industry standard to produce a complex and full-bodied flavor sure to please all palates. Oaky notes, hints of berry and mint, vanilla.

- 100% blue weber agave slow-roasted for 52 hours
- Tahona-crushed for 17 hours
- Double-distilled in stainless and copper
- Aged 24 months in charred white American oak whiskey barrels

93 Points – The Tasting Panel – *“Rich, deep and creamy with some earthy agave notes and sweet caramel. Luscious and balanced, it’s aged “twice as long as the industry standard,” the company boasts—and it shows.”*



Extra Añejo

The Moment of Coronation.
The King's Crown.
The Extra Aged Extra Añejo.

Double distilled and aged extensively for 7+ years in American white oak barrels, our Extra Añejo has a silky golden hue and a highly complex, full-bodied flavor with notes of ripe cherry, vanilla, apricot and cinnamon. Best enjoyed neat or on the rocks.

SUERTE TEQUILA

CANNED COCKTAILS

Fiesta Ocho Variety Pack Available!

8pk 24/355ml \$46.08

A real craft cocktail – with fresh juice and 100% Blue Weber Suerte Tequila – in a can. All natural ingredients and sparkling water. Suerte Canned Cocktails are hand-crafted, vegan, gluten free and perfected.



Margarita

What you have here is fresh lime juice, sparkling spring water and pure, 100% Agave Tequila made the old way. Hey, if you're going to have a margarita, might as well make it a perfect one. Carbonated water, Suerte Tequila Blanco, pure lime juice, Agave nectar, natural lime extract.

Gold - Ready to Drink Magazine



Mangorita

We took sweet, seductive mango nectar, the color of a Baja sunset. Then we blended it with award-winning 100% Agave Blanco Tequila. Then we put that glorious golden cocktail in this can. Lucky you. Carbonated water, Suerte Tequila Blanco, mango pure, agave nectar, natural mango flavor.



Paloma

Here comes the sun. Fresh, tangy, grapefruit juice, sparkling spring water and pure, 100% Agave Tequila. Made the old way. The Suerte Paloma. It's the Mexican way of saying "Life is Good". Carbonated water, Suerte Tequila Blanco, pure pink grapefruit juice, agave nectar, natural grapefruit extract.

Gold - Ready to Drink Magazine



Ranch Water with Lime

This is clean, crisp happiness in a can. Sparkling, fizzy spring water, a spritz of lime and tequila made from pure 100% agave. Pour it over ice and you're in Mexico.