

Bajarriba Tequila and its Tres Cabo Amigos Founders

BY FERNANDO RODRIGUEZ

When it comes to tequila, brands based solely on the a lot of collectors buy some bottle's unique appearance.

One of the newest and equally-special brands of Cabo tequilas is Bajarriba Tequila, which is incredibly shaped like the entire Baja California peninsula.

The three creators of this exciting new line of authentic, 100% Weber Blue Agave tequila are Jay Nance, Rico Austin and Michael Hill. The company is known as Tres

Cabo Amigos. The friends have a long history in Cabo San Lucas, with Jay being a former bar owner of The Cabo Lounge. Originally born and raised in a small town in Iowa, Jay spends most of his weekends with friends on his boat on an Arizona lake that he calls home. At one point during his past Mexico business ventures, Jay lived in Los Cabos for five years and still visits a few times a year.

"I appreciate and cherish my close friends and loved ones in Cabo," said Jay. "Every day on this earth is a blessing and for that, I am forever grateful," he added.

Another member of the alliance is Michael Hill. He is fluent in Español, after having lived in Cabo for the past 20 years writing music, singing original and cover songs at local watering holes, developing his Arco del Cabo Tequila brand, which bottle was a reproduction of the Cabo arch, and operating his very own restaurant called Miguel Locos, which has since closed.

Originally from California, Michael has given up his Sea of Cortez and Pacific Ocean residency for his new home in the Mogollon Rim of Payson, Arizona. "I'm still working on my two loves, tequila and music," said Michael. "Artistic creation is my forte."

The third member of the company is the well-known managing partner, Rico Austin, whose 50 years of sales experience began at the tender age of 10 when he sold greeting cards, flower and vegetable seeds in a small Idaho community located along the banks of the Snake River. Rico has also authored an award-winning novel about his wild and crazy adventures in Mexico during his college heyday titled "My Bad Tequila."

The easygoing Austin's favorite quote is from Ernest Hemingway: "In order to write about life, first you must live it." And live it he has. The three friends and business partners all reside in Arizona, as Rico

and his wife Connie live in Cave Creek, Arizona.

Now about the Bajarriba Tequila. It is a distilled, old-world clear brand within a unique, patented bottle using recycled glass. It is fermented, brewed, purified, and filtered in the Highlands of Atotonilco, Mexico in the state of Jalisco, 60 miles from Guadalajara. The Atotonilco and Jalisco region is known for its fertile, acidic, iron-rich soil with the perfect blend of climate, water and altitude to grow Weber Blue Agave plants and for the quality of the tequilas produced here.

Austin states, "Beginning with an 85-year-old family history, four generations of love and tremendous attention to detail, Bajarriba tequila is 100% pesticide-free, estate-grown Blue Weber Agave distilled at 7,000 feet in a copper pot and baked in stone, brick ovens, and fermented in stainless steel tanks then aged in oak whisky and bourbon barrels using the purest of deep well water. Michael Hill designed the bottle and Connie Austin designed the brand label."

While their business plan is focused on growing their tequila sales in the U.S., Canada and Mexico, the Three Cabo Amigos recently concluded a whirlwind introduction tour of Bajarriba during February that included such local places like Cabo Cantina, Roadhouse Latitude 22, and Two For the Road Jazz Bar just to name a few. Their combination of a smooth-tasting tequila and a collector's item bottle has been a great start for the ambitious and friendly trio.

A heartwarming aspect of this business endeavor is that the three partners are proud supporters of organizations in Baja California Sur that help orphaned and abandoned children with continued education and others who house and feed the less fortunate. To learn how you can join their charitable effort, please visit <http://www.bajarriba.com>

