

# BOTTOMS UP!

## Eldora alum making tequila

By Elaine Loring  
News Editor

**ELDORA** – Former Eldora resident Jay Nance has tipped a glass to his new venture. He is part of a trio making Bajarriba Tequila in sunny Arizona.

“I didn’t completely realize it at the time but looking back I am so very grateful to have been born and raised in Eldora in the 60s and 70s and to be fortunate enough to get a great education and Midwest upbringing,” Nance said. “I had awesome supporting parents (Ray and Nancy), a caring older brother Steve, and the best friends anyone could ever hope for, many of whom I am still in contact with today.”

Nance graduated from Eldora High School 1977, where he obtained some success in wrestling by placing fourth in the state tournament his senior year. After high school, he attended the University of Northern Iowa for a few years.

“Part way through my time at UNI, I got the urge to travel the country to hopefully find my calling,” he said.

The next nine years were spent in Texas, where Nance was in the satellite communications business. Afterwards, he obtained his securities licenses and became a stockbroker in 1988.

“From there I moved to California for three years and owned and operated my own stock brokerage office,” he said. “After getting tired of the California traffic, I moved my operations to Las Vegas where I bought my first home and ended up calling Vegas home for almost 12 years. During that time, I left the securities indus-



**Nance’s Bajarriba Tequila comes in a uniquely shaped bottle.** Photos submitted.

try, did some investment banking consulting by assisting in taking small start-up companies public, followed by finding myself living in Cabo San Lucas, Mexico, where I owned and operated a bar called the Cabo Lounge from 2004 to 2009.”

The Cabo Lounge is also where Nance met his two current partners in the tequila business. “We didn’t start until late 2020 when we reunited in Arizona, where we all currently call home. We now call ourselves and our official company the “Tres Cabo Amigos.”

Author Rico Austin came into the bar to do a book signing of one of his best-selling books called *My Bad Tequila*, and Mike Hill was a local Cabo musician and owned his own bar in Cabo called “Miguel Locos.” He also had his own tequila brand called Arco del Cabo that was uniquely shaped like the famous arch rock formation at Land’s End.

“Oh, and by the way... we all three love fine, premium tequila,” Nance laughed.

Nance let his bar go in 2009 and moved back to Las Vegas where he met and married the love of his life, Marinette. “I cher-



**Jay Nance, far right, and his partners Mike Hill, left, and Rico Austin have joined together to make Bajarriba Tequila.**

ish my time with her, her daughter, Tysha, and her grandson Tate. They have made my life complete,” he said.

He resumed his consulting career and then he and his wife moved to Colorado in 2013 for a couple years where he was in the oil business for a short time.

“My parents and brother had been living in Arizona for many years and it was time for us to reunite and help look after my parents in their later years. We moved to Mesa in 2014 and have been calling this home ever since.”

Nance’s mom passed away in 2014 and his dad in 2019.

Fast forward to late 2020. The three old friends reunited and decide to make tequila. Tequila can only be called tequila if it is made from 100 percent Blue Weber agave and produced in the State of Jalisco, Mexico, along with a few other municipalities in the surrounding area. If it is not made from Blue Weber agave and produced in these areas of Mexico, it is not legally tequila, he said.

“Our 100 percent pesticide-free, estate-grown Blue Weber Agave is distilled at 7,000 feet in cop-

per pots, baked in stone brick ovens, fermented in stainless steel tanks and then aged in white oak whiskey barrels using the purest of deep well water,” Nance said. “The distillery we chose is a third-generation family-owned operation called El Viejito that was founded in 1937 and is in the highland’s region of Jalisco, Mexico.”

The idea for our bottle to be shaped like the Baja California peninsula (but upside down) and called “Bajarriba” came from partner Mike Hill. “When he told us about it, we loved the idea and the three of us decided to form our Arizona tequila company – Tres Cabo Amigos, LLC. From the words Baja and Arriba, we formed the shortened version – “Bajarriba” which loosely translates to ‘Bottoms Up!’”

Rico’s wife Connie designed the brand label of the bottle to include the major highways and towns all up and down the Baja, the beautiful blue waters of the Sea of Cortez and the Pacific Ocean and they use an artist in Guadalajara that hand-paints the hand-sculpted bottles.

“It’s been a long road and a lot of work to make our dream a reality, but

we are almost there,” he said. “We expect to have distributors contracted and bottles available for sale in most states, Mexico and Canada by July/August of this year.”

Nance would also like to keep in touch with his old friends from Eldora. “Almost all of our weekends here in sunny Arizona are spent on our boat close by Canyon Lake. Of course we had to name the boat – BAJARRIBA,” he said. “All my Eldora friends are always welcome to come down for an afternoon cruise and certainly... some fine Bajarriba Tequila!”

Tres Cabo Amigos, LLC is a proud supporter of many organizations in Baja, Mexico, that help orphaned and abandoned children with continued education while housing and feeding the less fortunate.

For further information and product availability updates please sign up with your email address on their website at <http://www.Bajarriba.com>.

“As we like to say – We are excited to share our love for the Baja in a bottle! Bajarriba® equals Bottoms Up! Peace, Love & Tequila!®”