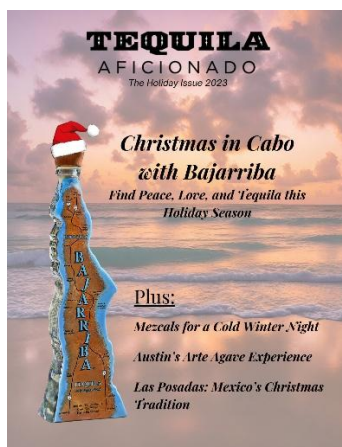
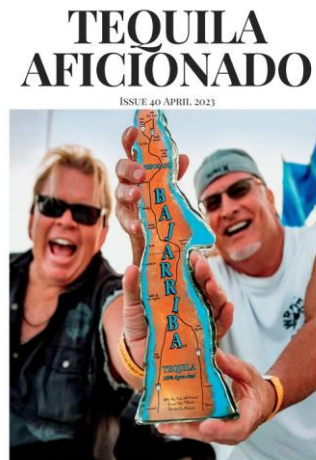
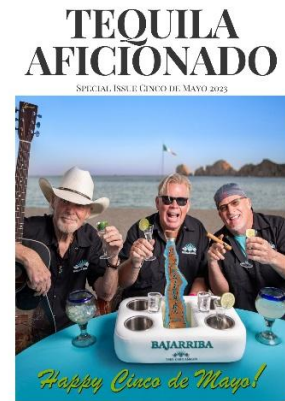


Enjoy Los Cabos Life (Rico Austin Interview) August 12, 2025



Cabo San Lucas, BCS, Mexico		
Cabo Tequila Store Vicente Guerrero Centro 23450, Cabo San Lucas, B.C.S., Mexico	Cabo Tequila Real Plaza Real Blvd., Paseo de la Marina, Calle Melchor Ocampo Centro 23450, Cabo San Lucas, B.C.S., Mexico	Cabo Tequila Room Blvd. Paseo de la Marina, Frente a Cabo Cantina, S/N, Centro, 23450 Cabo San Lucas, B.C.S., Mexico
Cabo Tequila Market Av. Del Pescador, el Médano Ejidal, 23453 Cabo San Lucas, B.C.S., Mexico	Mexico Real Boutique II Vicente Guerrero & Francisco I Madero 282, Centro, 23450 Cabo San Lucas, B.C.S., Mexico	Cabo Tequila Blvd. Lazaro Cardenas, Plaza Aramburo, Centro, 23450 Cabo San Lucas, B.C.S., Mexico

Enjoy Los Cabos Life

August 12 at 10:50 AM

BAJARRIBA TEQUILA. Created by three friends, Bajarriba Tequila had its beginnings in Cabo San Lucas with three partners - Michael Hill, Jay Nance and Rico Austin. Michael Hill, a singer songwriter in Cabo San Lucas designed the bottle - an upside-down Baja Peninsula - and had been involved in an earlier local tequila company - Arco del Cabo with a bottle shaped like the arch in Cabo San Lucas. Rico Austin, a graduate of Thunderbird University in Arizona with a master's in International Affairs became the managing partner and marketer for Tres Cabo Amigos LLC, the company that owns Bajarriba Tequila. Bajarriba loosely translates to Bottoms Up; Baja is below; Arriba is above or up.

The choice of the distillery for Bajarriba Tequila was not without its challenges. The three partners had agreed that they all had to approve of the tequila to move forward. After visits to many distilleries with only two partners liking the product, the group found El Viejito Distillery, which is NOM 1107 in Atotonilco El Alto, Jalisco Mexico is in the Highland of Jalisco at 7000 feet elevation and has more than 88 years of experience in the art of extracting the essence of their land and making it the world's favorite drink. El Viejito bottles our tequila at their bottling plant in Guadalajara. Juan Nunez grandfather founded El Viejito, after working many years at Sauza Tequila learning the trade and saving his money to begin his own business in 1937.

Bajarriba Tequila produces Plata, Reposado and Anejo tequilas from 100% Blue Weber Agave tequila from the highlands region of Jalisco, Mexico. We use only mature agaves, averaging eight (👓) years old, deep well water and our own proprietary yeast – nothing more - as we are certified Non-Additive; There are approximately 3700 brands of tequila and only 135 brands are certified Non-Additive. Our Reposado is store four (4) months in American White Oak Whiskey barrels. Our Anejo is stored 36 months in American White Oak Whiskey barrels. which is single barrel and very exclusive, retailing for around \$250 - \$300;

Currently, Bajarriba Tequila is distributed in Arizona, Nevada, California, and Cabo San Lucas. It is also available on line for shipping to most states in the United States. In Los Cabos, only the reposado is available in six locations, and the company is looking for broader distribution in the area.

Tres Cabo Amigos marketing strategy for Bajarriba Tequila focuses on four areas - an association with beautiful women tasting and supporting the brand; supporting its current retailers with events and social media posts; linking the brand to Jimmy Buffet and his parrot heads at events and; building a relationship with country music.

For more information about Bajarriba Tequila, the products and locations to buy visit their website at <https://bajarriba.com/home%2Fbuy-now-online> or visit them on Facebook at <https://www.facebook.com/BajarribaTequila>