Best Artisan Sipping Tequila Brand 2026 – USA

Bajarriba Tequila is an emerging tequila brand created by the brilliant minds at Tres Cabo Amigos, introducing a new, fresh taste to the market. The brand has earned recognition for its smooth taste, traditional production processes, and commitment to its community. We heard more from Co-Founder and Managing Partner Rico Austin below, as Bajarriba Tequila is named in the Barrel and Bottle Awards 2026.

Tres Cabo Amigos represents the joy of sharing moments with friends and a passion for exquisite tequila. The Bajarriba brand was formed by Rico Austin PhD, Jay Nance and Michael Hill, three friends united by their love for Cabo San Lucas, Mexico. Together, they created Bajarriba Tequila to capture the true spirit and adventure of the Baja.

Now, the trio are proud to share their love for the Baja in a bottle. Bajarriba Tequila is a premium, artisan sipping tequila brand that offers three tequila expressions: Plata, Reposado, and Anejo. The tequila is presented within a handcrafted, artisan collector bottle that takes the shape of the Baja Peninsula.

Bajarriba Tequila is made using only mature 100% Blue Weber Agave, deep well water, and the brand's own proprietary yeast. The Blue Weber Agave average aged at eight to ten years old, grown at 7,000 ft elevation in the fertile, volcanic soils of the highlands of Atotonilco El Alto, Jalisco.

Bajarriba Tequila is certified additive-free by Agave Matchmaker, placing it on an exclusive list of only 111 brands out of more than 3,500 in the market. However, maintaining this commitment to purity is an uphill battle. The brand faces intense pressure to compete on price as a growing number of competitors cut costs by utilizing immature agaves and sourcing cheap glass from floating Chinese factory ships off the Pacific coast.



Bajarriba Tequila further stands out for its dedicated distillery method, conducted at famed distillery El Viejito by third-generation Tequilero Juan Eduardo Nuñez, founded by Nuñez' grandfather in 1937. This process includes cooking the agave in traditional hornos (adobe brick ovens). The slow roasting is followed by extraction via a roller mill, a method that takes longer than more modern processes but guarantees to meet the sophisticated palates of discerning clientele.

Bajarriba is available via online ordering, shipping to 46 US states. The brand distributes in the states of Arizona, California and Nevada. Bajarriba is also distributed in parts of Baja California, and in Puerto Penasco, Sonora, Mexico.

At the core of the Bajarriba Tequila brand is an unwavering commitment to "Giving Back". Tres Cabos Amigos and Bajarriba proudly support many organisations and charities across Baja California and the U.S. that help orphans, underprivileged and ailing children, as well as veterans and wounded warriors.

For the future, Bajarriba is expanding its footprint with major new partnerships, distribution deals, and high-profile event sponsorships. Trademarked as "The Cowboy Spirit, UNTAMED!" ™, the brand is building on its deep roots in Western culture to reach new loyal audiences.



Left to Right:
Michael Hill, Rico Austin, Jay Nance

Bajarriba Tequila is partnering with Atlantis Bevco to distribute to major Las Vegas casinos, restaurants and liquor stores. In addition, The ONE Group secured Bajarriba as its top-shelf presence across all nine Arizona restaurants of STK Steakhouse, KONA Grill, Benihana, and RA Sushi.

Bajarriba will continue to provide support for rodeos and western events alongside a new multi-year deal as the official tequila partner beginning with the 20th Anniversary of BAJA XL Rally 2027. Too, Bajarriba is recognized as the ultimate tequila for Parrot Heads and the Trop Rock music community. This deep connection is backed by active personal membership of Rico belonging to four Parrot Head Clubs: Arizona PHC, San Diego PHC, Sin City PHC (Las Vegas) and the Baja PHC (San Felipe, Baja, Mexico).

We at LUXlife Magazine are delighted to recognise Bajarriba Tequila as the USA's Best Artisan Sipping Tequila Brand 2026.

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