

# TEQUILA AFICIONADO

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Tequila Aficionado Magazine Issue 39, March 2023

WHO'S WHO  
IN  
AGAVE SPIRITS





Tequila Aficionado Magazine Issue 39, March 2023

**Jay Nance**

**Bajarriba Tequila**



**Biography:**

I now spend 90% of my recreational time with friends on my boat (coincidentally named – BAJARRIBA) on a nearby lake here in the Phoenix area, no fishing, just listening to great music and sipping fine tequila. I have always loved vacationing and working in Mexico where I called home for 5 years from 2004 – 2009. I have a deep appreciation and love for the Mexican people/culture and couldn't be happier or more excited about my new business venture – BAJARRIBA Tequila! Bajarriba = Bottoms Up!

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### **What is your current position in the agave spirits industry?**

Founding Partner – Tres Cabo Amigos, LLC – Bajarriba Tequila

### **What made you choose the Agave Spirits industry?**

Longtime tequila lover and owned and operated a bar in Cabo San Lucas from 2004-2009 (The Cabo Lounge). My partners in our Company began as friends first and foremost. We all met in Cabo many years ago, we all love fine additive-free tequila, and all three of us currently reside in Arizona.



### **How has the industry changed since you've become involved in it?**

I've only been involved in the industry for the last 2 years, but I do recognize industry changes and they seem to be significant in many respects.

### **What do you see as the future of the agave spirits industry?**

I believe the future of the agave spirits industry will continue its upward trajectory for many years to come. Agave spirits popularity is exploding worldwide, and we plan on becoming a respected participant in this continued growth.



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**Do you approve of how brands are currently marketing themselves?**

I'm not a fan of "Celebrity" tequila marketing. I believe tequila should be first and foremost judged on its quality followed by packaging, opposed to celebrity association.

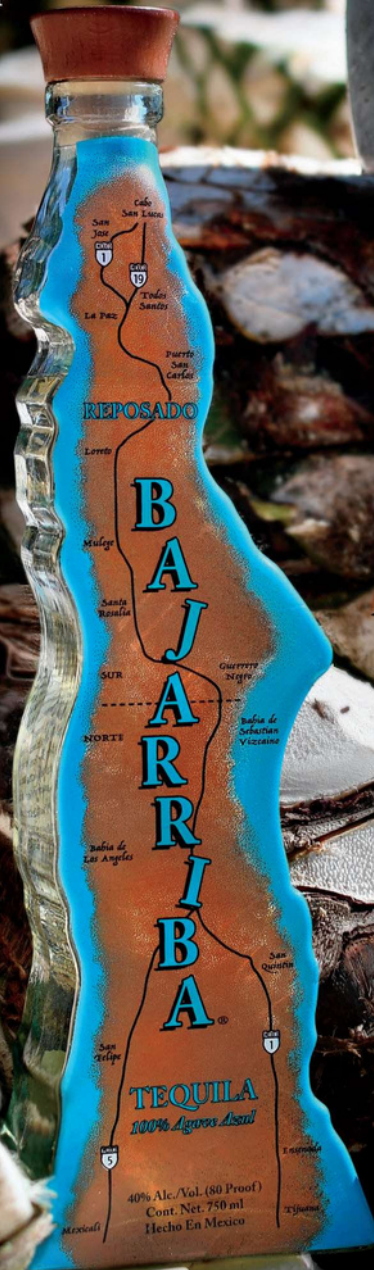


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