



Press Release

For Immediate Release

Moët Hennessy Announces the Launch of Volcán X.A, A Handcrafted Ultra-Premium Tequila



In its mission to create the world's finest Tequila, vanguard distillery Volcan de mi Tierra announces its latest launch: Volcan X.A, an innovative blend of Reposado, Añejo and Extra-Añejo tequilas, made from 100% Blue Agave and zero additives.

Bali, 15 August, 2024 - Moët Hennessy is proud to announce the launch of Volcán X.A, an innovative addition to the tequila market from the vanguard distillery Volcan de mi Tierra. Volcán X.A represents the pinnacle of tequila craftsmanship, blending Reposado, Añejo, and Extra-Añejo tequilas made from 100% Blue Agave with zero additives. This ultra-premium tequila pays tribute to the majestic volcano that dominates the Tequila region in Jalisco, Mexico, whose mineral-rich soil imparts a distinct flavor profile to the agave plants.

The launch event was held at Miss Fish and headlined by Escape, Bali's renowned House Music after-hour collective, in collaboration with the boys from Sala Jakarta, adding an extra layer of excitement to this exclusive occasion.



Driven by a passion for excellence, Volcan de mi Tierra has crafted Volcán X.A to be appreciated around the finest tables worldwide. The unique aromatic expression of Volcán X.A, revealed in its creative bottle design, showcases the distillery's dedication to blending integrity and centuries of Mexican heritage and craftsmanship.

Julien Morel, CEO of Volcán de mi Tierra, remarked, "The Tequila market continues to grow at a fast pace, proving increasing level of taste and quality, and consumed in the trendiest bars, restaurants and clubs. After a successful introduction of our 3 core products, Blanco, Reposado & Cristalino, we are thrilled to launch Volcan X.A: a pure and ultimate expression of Volcan de mi Tierra savoir-faire, created to be appreciated around the best tables of the world. With our "blend of ages", additive-free, we hope to delight existing and new tequila aficionados".

Uncompromisingly crafted, Volcán X.A innovates by reinventing the 'Art of Aging' in the tequila world, using exclusive "Grace Casks" made from American oak to unveil smooth, toasted, and vanilla aromas. This meticulous process results in a unique tequila profile: a Reposado base bringing the right level of sweetness and smoothness, with Añejo and Extra-Añejo adding aromatic balance and complexity.

Santiago Cortina Gallardo, COO and board member, shared, "Volcan X.A is the result of several years of work and research in Volcan's distillery. Some years ago, we built a new cellar, which is 8 meters deep and has 1.5m thick walls to protect our casks from the heat of Jalisco and allow gentle aging in various types of oak barrels we had been experimenting on. After many trials, we have been able to create the Tequila we were aiming for: an ultra-smooth and aromatic expression with a long finish, and no additives."

Volcán X.A embodies the duality of fire and water, the harmony between a volcano and the people who cultivate its land, and the seamless blend of tequila's rich history and promising future. This product stands as a testament to pure, unadulterated blending integrity and centuries of craftsmanship, making it a must-try for discerning tequila aficionados.

Moët Hennessy maisons have become a staple in the global lifestyle industry, such as Cognac: Hennessy V.S.O.P and Hennessy X.O; Champagne: Moët & Chandon, Dom Perignon, and Veuve Clicquot; Wine: Chandon (sparkling); Single Malt Scotch Whisky: Glenmorangie; Premium Tequila: Volcán; and Premium Vodka: Belvedere.

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About Volcán de mi Tierra

Created in 2017 in the volcanic region of Jalisco, Volcan de mi Tierra was born from a strong entrepreneurial partnership, combining the Gallardo family's passion for its homeland and deep roots in Mexico, together with Moët Hennessy's commitment to craftsmanship and luxury branding. Volcan is among one of an incredibly small number of tequilas with its own distillery, which sits at the foot of the volcano "Tequila" and is home to a distinctive savoir-faire that marries tradition with innovation. The distillery follows the rhythm and flow of the seasons, harvesting the highest-quality agave, grown in volcanic soils and sourced from two terroirs, the "Highlands" and the "Lowlands". This approach captures the essence and energy of the volcano's raw natural power and allows different tequila profiles to come together in perfect harmony.

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