

DISCOVER:

BRISTOL FARMS DIRECTOR OF WINE & SPIRITS SHARES HIS MONTHLY FEATURED BRAND

Hailing from the highlands of Jalisco, Mijenta Tequila is inspired by centuries-old myths and legends from the region. The rabbit on their logo is a tribute to the legend of Centzon Tōtōchtin, a traditional Mexican folklore that celebrates the union of Mayahuel, goddess of the agave plant, and Patecatl, God of pulque. Mijenta, which launched in 2020, was built around this myth, and the signature rabbit finds its way onto everything they create. The name Mijenta was inspired by “mi gente” or “my people,” referring to a collective of like-minded people who come together to celebrate life.

Mijenta’s Maestra Tequilera, Ana María Romero, brings over 25 years of industry experience as one of the first official “Catadores of Tequila.” Ana María has done extensive research to understand how each element of the production process impacts the spirit’s flavor profile. By combining the artistry of tequila with a scientific approach, Ana María curated a vision of what tequila should be—complex, balanced, and gastronomic. This resulted in an additive-free, 100% Blue Weber agave tequila crafted by a certified B-Corp distillery with carbon-neutral status.

Mijenta Blanco features intense aromas of cooked agave, vanilla, and caramel that are enhanced by the slow cooking process, but you’ll also find floral and fruity notes of cantaloupe and peach. The Reposado, which is aged eight months in barrels, has a more delicate and inviting vanilla nose with notes of bergamot, honey, preserved fruit, and orange blossom flowers.

Though you can easily enjoy it neat, Mijenta Blanco makes a terrific Margarita or Paloma, and the Reposado is perfect for an Old Fashioned or Espresso Martini. Enjoy in the company of friends and family who come together as “mi gente,” because life is better shared.

Tony Porras, CSW, Director Wine, Beer & Spirits,
BF Corporate Office

MIJENTA REPOSADO

REG \$74.99 SPECIAL \$68.99

MIJENTA BLANCO

REG \$54.99 SPECIAL \$48.99

MIJENTA AÑEJO

REG \$154.00