

# Tequila Aficionado Media Hits the Trail for the 2017 Wild Wild West Tour

*Wrangles Agave Spirit Brands of Promise for History Making Promotional Roundup*

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Like the early settlers of the frontier, Tequila Aficionado Media goes west. Driving a prairie schooner (actually, a travel trailer) loaded with distilled agave spirits—26 brands with 58 distinct expressions in all--to share at private events, public pairing dinners, pop up seminars, and educational catas (tastings) throughout the month of October.

“

The range of agave spirits on this year's Wild Wild West 2017 Tour is some of the finest sampling of Mexican agave spirits...we urge you to try them.”

*Mike Morales, CEO of Tequila Aficionado Media, Co-Founder of TequilaPR*

Each yearly tour celebrates Brand of Promise© winners and nominees elected during Tequila Aficionado's thunderingly popular Sipping Off The Cuff© video and audio reviews.

“Our tours are all about co-creating meaningful brand stories for craft agave spirits worthy of the public's attention,” explains Lisa Pietsch, CMO of Tequila Aficionado Media and Co-Founder of TequilaPR.

“According to current statistics,” states Mike Morales, CEO of Tequila Aficionado Media and Co-Founder of TequilaPR,

“three of the top ten tequila consuming states is out west, and that's exactly where we're headed.”

With the determination of the Pony Express, Tequila Aficionado Media's Wild Wild West 2017 Tour will barnstorm to rowdy saloons and ghost towns in Van Horn, Texas, White Sands, New Mexico, and Tombstone, Arizona.

On the route is a whistle stop at the famed Elvira's Tequila Cocina Vino in Tucson, Arizona where Terralta Tequila from legendary 4th Generation Master Distiller Felipe Camarena will be introduced along with an exciting new menu.

Glitz, glamour, and glamping are reserved for a special visit with Torch Cigar Bar and Lounge in Phoenix, hosted by the award winning Embajador tequila.

Inspired by the California Gold Rush, Tequila Aficionado's Wild Wild West Tour rough rides toward La Jolla for a private interview with tequila Dos Almas' founder Emilio DeSoto.

The following evening, a tequila pairing dinner with DesMaDre tequila is on tap at Sol Mexican Cocina in Newport Beach.

On location in Los Angeles, there will be two more private catas held by Revel Avila blue agave spirit, and Tres Ochos tequila.

During the public and private tastings, the “jarrito” tumbler--a new experimental glass designed specifically for tasting and serving tequila, mezcal, and other agave spirits--will be showcased.

Developed by Chisholm Trail Craft Glasses in Austin, Texas, the jarrito tumbler is expected to revolutionize the glassware industry by being more aesthetic and organoleptically accurate than other vessels currently used to sample and judge Mexican agave spirits.

The end of the trail will be celebrated at the landmark El Cholo Cafe Restaurant’s annual Tequila Tour in Pasadena. El Cholo’s Tequila Tour commemorates its 94th year serving authentic Mexican cuisine to Southern California.

Tequila Aficionado Media will anchor an exclusive VIP Hour inside El Cholo’s Tequila Tour to honor the 18th anniversary of the first Sipping Off The Cuff© podcast taped at the iconic eatery.

“The range of agave spirits on this year’s Wild Wild West 2017 Tour is some of the finest sampling of Mexican agave spirits we’ve ever travelled with,” declares Morales. “We urge you to try them for yourself.”

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For a complete list of participating agave spirits on the Wild Wild West 2017 Tour, [click here](#). For ticket information on El Cholo’s Tequila Tour, [go here](#) or call 626-795-5800. More about Chisholm Trail Craft Glasses [is here](#).

Mike Morales  
Tequila PR & Marketing  
(323) 407-8235  
[email us here](#)

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