TEQUILA De Nada™

De Nada. You're Welcome.

DE NADA TEQUILA: FACT SHEET

A premium, single-estate, additive-free tequila rooted in a family legacy of hospitality. Crafted to be shared. Designed for the modern host.

THE LIQUID

AGAVE	100% Blue Weber, single estate, Arandas, Los Altos de Jalisco
DISTILLERY	Feliciano Vivanco y Asociados, NOM 1414
DISTILLERS	Sergio Cruz and Cesar Vivanco
COOKING	Stone and brick ovens
EXTRACTION	Roller mill
WATER	Deep well
FERMENTATION	Open air in stainless steel, champagne yeast, without fibers
DISTILLATION	Twice, in copper pot stills
STRENGTH	40% ABV, 80 proof
ADDITIVES	None. Confirmed Additive Free by Tequila Matchmaker
ALSO	Gluten free, kosher certified, carbon neutral brand

THE BOTTLES

EXPRESSION	AGING	SIZES	ONLINE
Blanco	Unaged	700 mL, 1 L	$49.99
Reposado	4 months, ex-bourbon American white oak	700 mL, 1 L	$54.99
Añejo	1 year, the same barrels	700 mL	$79.99

Premium recycled glass with a natural wood ball stopper. Online prices are for the 700 mL bottle.

RECOGNITION

- Agavos Awards 2026: Gold for Blanco, Reposado and Añejo
- Agavos Awards 2025: Double Gold, Blanco. Gold, Reposado
- San Francisco World Spirits Competition 2022: Gold, Reposado
- VinePair: 93 points, Blanco
- On CNN's New Year's Eve broadcast five years running

THE STORY

De Nada began with a simple idea, learned early: great hosting isn't about impressing people. It's about making them feel welcome. The name is Spanish shorthand for "you're welcome," and the brand is built around it.

The first bottles were filled in the fall of 2020. By January 2021 the founders were selling them door to door in New York, before any distributor would take them. In 2024 De Nada put tequila in the world's first aluminum tequila bottle. In 2026 it moved to premium recycled glass and added an Añejo.

THE FOUNDERS

Danny Neeson, co-founder and president. Danny started De Nada to honor his mother, Natasha Richardson, and her gift for making people feel at home. Before De Nada he founded Pine Outfitters, an activewear line made from recycled plastic.

Adam Millman, co-founder and CEO. Adam leads the business and the brand. The two met at Tulane University in New Orleans and have been friends since.

MILESTONES

- **2020** First bottles filled
- **2021** Door to door in New York, then distribution in New York and New Jersey
- **2022** Confirmed Additive Free; available across the U.S. online
- **2024** World's first aluminum tequila bottle; strategic capital from sports team ownership
- **2025** Agavos Double Gold; national partnership with Luxury Spirits International
- **2026** Recycled glass, the Añejo and the 1 L; Agavos Gold across all three

WHERE TO FIND IT

Online at denadatequila.com, shipped by licensed retailers to most states. In bars and shops through Luxury Spirits International, and Empire Merchants in New York.

PRESS AND SAMPLES
press@denadatequila.com · 305-962-2509

denadatequila.com/press.html
Photos, logos and this sheet

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