

Nosotros Tequila & Mezcal joins Additive Free Alliance

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A long-time supporter of transparency in addition to sustainable industry practices, premium agave spirits brands Nosotros Tequila and Mezcal is officially joining the Additive Free Alliance.

With the recent announcement from Tequila Matchmaker founder Grover Sanschagrín that they are updating the process for how brands join the Additive Free Alliance (AFA), brands will now join the program and maintain additive-free certification through rigorous lab testing instead of distillery visits. This opens a path for Nosotros Tequila and Mezcal to gain their official membership after they were previously unable to join the Alliance because of their distillery's privacy practices.

"One of the advantages now of the Additive Free Alliance is that the verification process is all lab-based, so we can participate without the need for an in-person site visit to the distillery," said Carlos Soto, founder of additive-free brand Nosotros Tequila, "this allowed for Nosotros to be rigorously tested, and with this new focus on transparency, we're able to further provide information to our clients, keeping our promise to provide a clean, low aldehyde, tasting experience."