# Camarena Tequila partners with Charter Brands to expand distribution



In a significant move that aims to expand its global footprint, Camarena Tequila has partnered with Charter Brands for distribution across Europe, the Asia-Pacific (APAC), and African markets. The collaboration is part of the brand's ambitious strategy to enhance its presence and drive sales growth in these regions.

Camarena Tequila, recognised as the 8th best-selling Tequila brand in the United States, stands out as the only independently owned brand in the Top 10. The brand is made from 100% Blue Weber agave, crafted using a blend of traditional and modern techniques. Its portfolio includes a signature silver Tequila as well as two aged varieties: reposado and añejo.

Matt Ashton-Melia, managing director at Charter Brands, expressed enthusiasm about the new partnership. Speaking to The Spirits Business, Ashton-Melia stated, “We are delighted to welcome the Camarena Tequila brand into the Charter Brands portfolio. We see huge potential for what we can deliver in Europe, the Middle East and Africa (EMEA) and APAC regions.” He noted that the brand's accessible pricing and high-quality production methods position it favourably for scalability in today’s market, with expectations to exceed 10,000 case sales in the first year of their cooperation.

The initial phase of this distribution expansion has already seen success, with Charter Brands securing a listing for Camarena with Viriathus Drinks in Portugal. César Coutinho, business unit manager at Viriathus, remarked on the burgeoning Tequila market in Portugal, citing increased consumer interest in the category over the past two years. He commented, “The consumer is more attentive and wanting to know more and better the world of Tequilas,” and highlighted Camarena’s favourable profile for both connoisseurs and newcomers alike.

Given the rising demand for quality Tequila, this partnership aligns with market trends that indicate a steady growth trajectory for agave spirits across various international markets. Mariangela Villaseñor, international sales senior executive at Camarena, conveyed optimism regarding the collaboration, saying, “We are excited to start this new Tequila distribution in Europe, APAC and Africa...we firmly believe the brand has great potential in the European market.”

Camarena Tequila joins a notable roster of agave spirits within the Charter Brands portfolio, which includes El Tequileño and Neurita Tequila, along with Cuentacuentos and Noble Coyote mezcals. The partnership not only signifies a strategic expansion for Camarena but also underscores Charter Brands' growing influence in the spirits distribution landscape.

As the industry watches closely, this collaboration is poised to highlight the evolving dynamics of the Tequila market and the increasing consumer demand for premium spirits. The venture also reflects Charter Brands’ ongoing initiatives, including the introduction of The Incubator service, which aims to facilitate connections between spirits producers and global distributors, further enhancing the landscape for agave spirits.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.concacaf.com/news/camarena-tequila-and-concacaf-announce-partnership-for-the-2024-concacaf-champions-cup/> - This URL supports Camarena Tequila's involvement in significant partnerships, highlighting its brand presence and engagement in various sectors.
* <https://www.bevnet.com/spirits/2024/camarena-tequila-and-concacaf-announce-partnership-for-2024-concacaf-champions-cup/> - This URL further corroborates Camarena Tequila's partnership with Concacaf, emphasizing its role in the 2024 Concacaf Champions Cup.
* <https://esportsinsider.com/2023/10/gamesquare-camarena-tequila-partnership> - This URL provides information on Camarena Tequila's partnership with GameSquare, demonstrating its expansion into the esports sector.
* <https://www.noahwire.com> - This URL is mentioned as a source for the article but does not directly provide specific information about Camarena Tequila's distribution partnership with Charter Brands.
* <https://www.thespiritsbusiness.com/news/camarena-tequila-expands-distribution/> - Unfortunately, this specific URL is not available in the search results. However, it would typically support information about Camarena Tequila's distribution expansion.