# Megan Thee Stallion launches tequila brand Chicas Divertidas



Megan Thee Stallion has entered the booming spirits market, launching her new tequila brand, Chicas Divertidas, which is now available for preorder. This exciting development coincides with the artist's 30th birthday on February 15, marking both a personal milestone and a significant expansion in her entrepreneurial efforts.

Megan Thee Stallion, known for her dynamic presence in the music industry, is cementing her status as a multifaceted brand with the introduction of Chicas Divertidas. The brand prides itself on quality, offering two premium tequila expressions: Blanco and Reposado, crafted meticulously from single-source, 100% Blue Weber agave. This agave is sourced from the red volcanic highlands of Jalisco, Mexico, where the unique environment contributes to its naturally sweeter profile.

Production occurs at Casa Centinela, a distillery with a rich history dating back to 1904. It employs traditional techniques such as cooking the piñas in masonry ovens and distilling the spirit in copper stills, ensuring that each expression of Chicas Divertidas embodies authentic flavour and craftsmanship. Speaking to Digital Music News, Megan expressed her intention behind the brand: “As someone who values good vibes and great memories, I knew I wanted to create a tequila that was designed to be shared and savoured with my Hotties,” referencing her enthusiastic fanbase.

The packaging of Chicas Divertidas has been carefully designed to reflect the brand’s essence. Encased in a slender, curvaceous bottle inspired by the Angel’s Trumpet flower, it features gradient hues that transition from orange to purple, symbolising boldness and elegance. Each bottle's design incorporates motifs of the agave plant, culminating in a dagger-pierced heart that represents the spirited nature of the brand.

In terms of flavour profiles, the Blanco tequila is characterised by its smoothness with delicate citrus notes, complemented by herbal hints of rosemary and green tea, delivering a silky finish. The Reposado version is crafted for sipping, featuring a harmonious blend of caramelised agave, American oak, and cooking spices, offering a refined and elegant finish. Both varieties come in 750ml bottles at 40% ABV, priced at a suggested retail of $70 for Blanco and $80 for Reposado.

The tequila market continues to attract a plethora of musicians and celebrities looking to diversify their revenue streams. Notable examples include Carlos Santana’s Casa Noble and Adam Levine’s Santo Mezquila, which have both experienced success. Despite challenges faced by some ventures, such as Diddy’s disconnection with Cîroc, the trend remains strong, with a variety of new brands emerging recently, including The Chainsmokers' JAJA Tequila and Rammstein's aptly named Rammstein Tequila.

As Megan Thee Stallion embarks on this new venture, it not only highlights her successful pivot into the spirits industry but also mirrors a broader trend where artists leverage their influence to build lucrative alcohol brands. With the launch of Chicas Divertidas, Megan is poised to join the ranks of artists who have successfully transitioned from the stage to the bottle, appealing to both fans and tequila aficionados alike.

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

## References

* <https://www.rap-up.com/article/megan-thee-stallion-tequila-brand-chicas-divertidas-has-serious-potential> - This article supports the claim that Megan Thee Stallion has launched her tequila brand, Chicas Divertidas, which includes Blanco and Reposado expressions, and that the brand is inspired by her desire to create a spirit for sharing with her fans.
* <https://www.hotnewhiphop.com/886291-megan-thee-stallion-celebrates-birthday-launch-chicas-divertidas-tequila-brand-hip-hop-news> - This article corroborates the details about Megan Thee Stallion's Chicas Divertidas tequila brand, including its launch timing and the types of tequilas offered, as well as her involvement in shaping the brand's identity.
* <https://www.noahwire.com> - This source is mentioned as the original article's source, though it does not provide direct access to the specific information about Megan Thee Stallion's tequila brand.
* <https://www.casacentinela.com> - Although not directly available, Casa Centinela's website would typically provide information about their distillery and traditional techniques used in producing tequilas like Chicas Divertidas.
* <https://www.forbes.com/sites/forbestreptalk/2020/07/22/celebrity-liquor-brands/?sh=5c7f7d2f6a8b> - This article discusses the trend of celebrities entering the liquor market, which supports the broader context of Megan Thee Stallion's venture into tequila.