



## The Rise of Pink Tequila

by The IWSR Drinks Market Analysis, [www.theiwsr.com](http://www.theiwsr.com)

*Tequila is the latest category to join the pink liquid drinks trend as producers explore different methods for giving their spirit a touch of color and sometimes additional flavor*

The global tequila category has enjoyed ongoing growth. After volume increases of 17% in 2021, the category is expected to grow at a volume CAGR of 7% from 2021-2026. As brand owners look to differentiate in a crowded marketplace, some are tapping into the enduring popularity of the color pink, both in drinks and beyond.

Known as both Millennial Pink and Tumblr Pink, the color — particularly prevalent in gin — has enjoyed growing popularity over the years. Pink gin volumes, for example, grew 16% in 2021, and are expected to grow at a volume CAGR of 4% from 2021-2026. The hue has also shifted its cultural associations to become gender-neutral and gender-inclusive. E&J Gallo's Pink Whitney, for example, targets a male audience. Released in 2019, Pink Whitney is a pink lemonade-flavored vodka inspired by the preferred New Amsterdam serve of Ryan Whitney, former NHL player and co-host of the *Spittin' Chiclets* podcast.

Before the color's rise in fashion and culture, rosé wine was already growing in popularity. Like the color in general, rosé's increasing popularity was associated with Millennials, as well as the perceived approachability of the style. This approachable image led to drinks trends such as *rosé*. Part of the appeal of such drinks is, of course, their inherent suitability for social media.

### Experimentation in Pink Tequila

A number of different methods are being used to achieve a pink color. Whereas for many categories, such as gin, the hue has come from the addition of berry flavors, tequila largely seems to be treading a slightly different path.

Some pink tequila producers are making use of a technique already used by distillers to differentiate their products, one that's also increasingly being used in the tequila industry: barrel-aging and finishing. In addition to giving these spirits a point of difference and allowing for a wider range of flavors, they also offer a way of adding color through the use of a former red wine barrel, for example.

The additional benefit of aging or finishing tequila in former wine casks is the bridging of two drinks categories, allowing for collaborations between producers of different drinks and creating cross-category appeal.

A number of producers have made use of specific red wine barrels, such as the ones sourced from Napa for Código's 1530 Rosa-Reposado, or the Mexican Cabernet Sauvignon barrels for Ana María Tequila Rosa. The first in the industry to make use of former rosé barrels is Inspiro Tequila to produce its Rosa Reposado. Inspiro founder Mara Smith worked with Maestra Tequilera Ana María Romero Mena to create Inspiro Tequila aiming to help women feel more seen and relevant in the spirits industry by having them involved in every step of the process.

Barrel-aging isn't the only way tequila producers are adding color: Casa Rica, for example, makes use of the red color of mature agave plants, using them to create a dye to add it to its Tequila Rosado. The Butterfly Cannon,

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## WSWA on Introduction of Cannabis Opportunity & Administration Act

From WSWA:

"WSWA is pleased that the newly introduced Cannabis Opportunity and Administration (CAOA) Act incorporates many of the policy principles that have helped foster the most diverse, safe, transparent and successful alcohol marketplace in the world. As independent distributors of a legal, socially sensitive product for the past 90-years, America's family-owned wine and spirits wholesalers understand the importance of promoting states' rights, the federal permitting of industry businesses, the approval and regulation of consumer products, effective trade practice requirements and enforcement and critical measures to ensure public and highway safety.

"WSWA strongly believes that any cannabis legalization effort in Congress should be coupled with a robust and comprehensive federal regulatory structure that draws on long-established, successful federal laws and policies governing the U.S. alcohol industry.

"WSWA supports the revisions made to the bill by the sponsoring offices to phase-in a potency-based tax after five years for cannabis products that are an extract, concentration or other derivative, more closely resembling alcohol federal excise taxes. This is an important change to promote both product integrity and responsible consumption.

"WSWA thanks Senators Schumer, Wyden and Booker, as well as their staffs, for their hard work in crafting this long-awaited legislation. We look forward to continuing to work with them and others in ensuring that a strong regulatory structure is in place upon eventual legalization, and that the alcohol regulatory framework continues to serve as the model of responsible distribution and retail practices."

More information about WSWA's Principles for The Federal Oversight of the Adult-Use Cannabis Supply Chain is available [here](#).

