

Baltimore Brothers Start Los Hermanos 1978, A Black-owned Tequila Company Amid COVID-19 Pandemic.



Maryland, Baltimore, Mar 31, 2021 ([Issuewire.com](https://www.issuewire.com)) - William and Donta Henson are excited to announce the launch of Los Hermanos 1978, a signature line of premium tequilas that seeks to change consumers' expectations of the Mexican spirit. The official launch date for Los Hermanos 1978 has effectively been set for May 5, 2021.

Los Hermanos 1978 was born out of William and Donta's passion for creating the world's most delicious tequila. Their quest would eventually lead the two brothers out of Baltimore to Tequila, Mexico, where they met and brought on board some of the best distillers in the world. After many gruesome months of refinements and testing, they created a unique tequila that's made from the highest quality of 100% blue Weber agave, right from private farms in both the highland and lowland regions of Jalisco, Mexico.

The agave is hand-selected, slow-cooked, and distilled in separate small batches, thereby creating two distinct distillates, which are then artfully blended to create Los Hermanos 1978 Blanco (unaged), one of two Los Hermanos 1978 expressions. The second Los Hermanos 1978 expression is called Reposado (aged 8 - 10 months). The latter expression is barrel-aged in an underground cellar to maximize flavor and complexity. The signature Los Hermanos 1978 taste profile highlights the terroir of the agave, and each expression is a one-of-a-kind tequila experience.

Like most successful brands, the founders of Los Hermanos 1978 have an exciting story of hard work and perseverance to tell. As with much of the country, the coronavirus pandemic slowed down the pace of life for Donta and William. They would spend the newly found downtime telling stories and bonding over different bottles of tequilas. William's natural knack for storytelling, along with his ability to choose tequilas with complex flavor profiles set the foundation for a new business venture.

The brothers took the bold leap into entrepreneurship by creating a tequila company from the ground up. Today they have produced an aromatic, ultra-smooth, sipping tequila with a rich, complex flavor that is unmatched.



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Source : Los Hermanos Tequila

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