

# Casa Noble®

TEQUILA

**Bloomberg  
Businessweek**



**Celebrity**

**Carlos  
Santana**

**Brand**



**Casa Noble  
Reposado  
Tequila**

**Description**

Is it coincidence that the most outstanding tequila reviewed is endorsed by the only authentically Mexican guy here? Carlos, you are *El Hombre. Salud.*

**Packaging**

★★★★

**Taste**

★★★★★

**Cost**

★★★★★









**Hangover**

★★★★

ent, maybe fruit juice [actually, orange liqueur], and they blend it with ice just like a margarita," says Keith. "It's like a chick drink, you know?" Keith, for his part, prefers his mezcals neat. "Like a whiskey," he says. **D**

## A Shot of Stardom

Kent Black submits to the celebrity tequila taste test

| Celebrity   | Brand  | Description  | Packaging | Taste | Cost  | Hangover |
|---|--|--|-----------|-------|-------|----------|
| <br>Carlos Santana     | <br>Casa Noble Reposado Tequila | Is it coincidence that the most outstanding tequila reviewed is endorsed by the only authentically Mexican guy here? Carlos, you are <i>El Hombre. Salud.</i>                | ★★★★★     | ★★★★★ | ★★★★★ | ★★★★     |
| <br>John Paul DeJoria | <br>Patrón Reposado           | The man responsible for the Paul Mitchell hair empire started out commissioning 1,000 bottles. Twenty years later, Patrón is one of the most popular tequilas on the planet. | ★★★★★     | ★★★★★ | ★★★★★ | ★★★★★    |
| <br>Justin Timberlake | <br>901 Silver Tequila        | Timberlake's meticulously managed white-bread persona translates seamlessly into an over-distilled spirit that might be called the vodka of tequilas.                        | ★★★★★     | ★★    | ★★    | ★★★      |
| <br>Sammy Hagar       | <br>Cabo Wabo                 | Like Sammy himself, a poor substitute. Still, Campari thought it was worth \$81 million. To paraphrase Menckel, no one ever went broke underestimating the American palate.  | ★★        | ★★    | ★★    | ★★       |

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Several artisanal mezcals, including those from Amantes, legal, and Los Nahuales have been winning awards and critical praise. In 2010 the prestigious San Francisco World Spirits