

Hornitos Tequila unveils Tequila De Todos brand platform

08 August 2025 | News

The refreshingly unpolished brand welcomes everything and everyone to enjoy 100 per cent agave premium tequila



The refreshingly unpolished brand welcomes everything and everyone to enjoy 100 per cent agave premium tequila

Hornitos Tequila, the beloved tequila brand known for its vibrant spirit and quality craftsmanship, unveiled a new brand platform that provides a fresh perspective on the world of premium tequila. As the brand celebrates its 75th anniversary, the new platform, "The Tequila de Todos," leans into the brand's roots to champion inclusivity, authenticity and tequila moments of all kinds.

Hornitos Tequila was founded in 1950 with the belief that high-quality tequila should be available to all. From casual gatherings to spontaneous dance parties and everything in between, Hornitos is solidifying itself as the premium tequila that welcomes all tequila lovers: The Tequila de Todos.

"With 'The Tequila de Todos,' we're giving tequila-lovers permission to enjoy Hornitos unapologetically," said John Alvarado, US Chief Brands Officer at Suntory Global Spirits. "The philosophy is rooted in our founder's vision of breaking barriers and making high-quality tequila that's accessible to everyone â?? todos. We're committed to democratising premium tequila, ensuring that everyone can partake in the refreshing experience of our 100 per cent agave spirit."

Beginning this summer, the exciting new creative campaign â?? developed in partnership with The Community â?? will roll out across media and digital platforms, partnerships and experiential activations. The vibrant collection of content brings the "The Tequila de Todos" message to life with "The Neverending Guest List," which humorously showcases an endless flow of festive guests, symbolising the brand's role as an inclusive spirit that unites everyone.