

Pantalones Organic Tequila Expands into Asia

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Pantalones Organic Tequila, co-founded by Matthew and Camila McConaughy, is expanding into Asia, marking the brand's next step in its growing global footprint. The award-winning, USDA-certified organic tequila will launch in Thailand, Singapore, Indonesia, the Philippines, Hong Kong, and Vietnam.

"We launched Pantalones to remind everyone that tequila should be high-quality juice and fun. We're excited to bring that energy to new friends across Asia, from Bangkok to Ho Chi Minh City to Singapore," said Matthew and Camila McConaughy.

Distribution will be led by East West Management & Marketing, a Singapore-based specialist in premium agave spirits, as Pantalones introduces its Blanco, Reposado, and Añejo expressions to tequila drinkers and cocktail lovers across the region.

"We're excited to continue building Pantalones internationally and introduce the brand to new consumers across Asia alongside East West Management & Marketing," says Andrew T. Chrisomalis, Co-Founder and Chairman of Pantalones Organic Tequila. "There's strong momentum behind the brand, and this is an exciting next step for us."

This expansion follows a strong year of international growth for Pantalones, including launches in Australia, New Zealand, the UK, and Canada.