



**Female-Founded Desolas Mezcal Unveils Highly Anticipated Reposado:
A New Chapter in Aged Agave Spirits**

Desolas Reposado is the first-ever aged mezcal of its kind

San Luis Potosi, Mexico - OCTOBER 2025— Following a year of explosive growth and industry acclaim, [Desolas Mezcal](#) is proud to announce the release of **Desolas Reposado**, a radical expression of aged Salmiana Agave mezcal that marks a major milestone in the brand's journey.

Founded by female industry leader GG Mirvis, Desolas Mezcal continues to break new ground in the premium spirits space. The brand, celebrated for its bright agave forward low-smoke profile, is once again redefining category expectations with Desolas Reposado. It's the first ever aged mezcal of its kind. Made from 100% Salmiana Agave from San Luis Potosi, It's cooked in above-ground hornos and aged in ex-Bourbon barrels at approximately 4000 feet of elevation.

Crafted in small seasonal batches and matured for approximately six months in 200L American Oak ex-Bourbon barrels, Desolas Reposado brings a new dimension to the signature botanical and citrus-forward character of Desolas Blanco. Retailing for \$109.99, Desolas Reposado is a 96 proof mezcal best enjoyed neat or on the rocks. It's available within the Desolas Brand distribution network and on Desolas' website that can ship to 41 states.

"We've spent the last three years experimenting with how aging could elevate our beautiful Salmiana agave mezcal," says **Sammy Halpern**, Chief Strategy Officer. "Desolas Reposado isn't just an aged mezcal – it's the first of its kind. Nothing in the category tastes like this."

"For the Reposado, we stepped away from the botanical green of the Blanco bottle. The green embodies freshness and the raw spirit of the Salmiana agave Mezcal, while resting in oak transforms Desolas Mezcal into something deeper and layered," says **CEO & founder Mirvis**. "To honor that transformation, we once again collaborated with the talented Mexican artist behind the original bottle design. Together, we created distinct black-and-white ceramic bottles that reflect the beauty of the aged mezcal and honor its simplicity."

Desolas Reposado already has awards under its belt, with a recent **Masters win at The Spirits Business' 2025 Luxury Spirits Master competition**. At those same awards, Desolas Blanco won **Gold**.

The release of Desolas Reposado follows a year of landmark achievements for Desolas Mezcal, including Desolas Blanco award wins:

- **Double Gold** at the **2024 San Francisco World Spirits Competition (SFWSC)** for the second year in a row, alongside a 95-point score from The Tasting Alliance.

DESOLAS

MEZCAL × BLANCO

- **Double Gold** at the **2025 New York World Spirits Competition (NYWSC)**. **Double Gold & Best of Class** at the **2024 New York World Spirits Competition (NYWSC)**, crowning Desolas “Best Mezcal in The World” by the Tasting Alliance - recognizing Desolas as the finest mezcal in its category.
- **Platinum Medal** at the **2024 L.A. Spirits Awards**, further solidifying Desolas as one of the most awarded mezcals globally.
- 103% sales growth nationwide from 2023 to 2024

With the popularity of mezcal on the rise and consumers seeking elevated experiences, Desolas is positioned at the forefront of innovation. This new release reaffirms Desolas' mission: to create elegant, expressive mezcal that invites drinkers to discover the depth and diversity of Mexican agave beyond the smoke.

For more information about Desolas Mezcal, visit www.desolasmezcal.com or follow the brand on social media.

PHOTOS

Courtesy of Desolas Mezcal

About Desolas Mezcal

Desolas Mezcal is an artisanally crafted spirit that is thoughtfully produced from 100% Salmiana Agave found in the state of San Luis Potosi, Mexico. The Salmiana agave, also known as the “green giant,” is cooked in above-ground ovens, resulting in a mezcal with a fresh botanical aroma and gentle smoke. Its grassy, earthy and agave-forward character is a product of the arid and chalky soil of San Luis Potosi. The female-founded, 2024 NYSWC Best of Class Winner, premium mezcal brand can be found in 8 states – New York, New Jersey, Florida, Georgia, Texas, Colorado, Tennessee and California and can be shipped nationwide at www.desolasmezcal.com.

Media Contact: Madelaine Goldstein, The Tag Experience, madelaine@mkqpr.com