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# THE SMOOTHEST LUXURY

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*What happens after you've created one of the most luxurious places to live? You create a tequila to match.*

BY SUZANNE KOCH



# M

ike Meldman is the founder and chairman of Discovery Land Company, the developer of the stunning El Dorado Golf & Beach Club. After Meldman created the luxurious residential resort community along the “Golden Corridor” on Mexico’s Baja Peninsula, it was a no brainer to share the coastline with his close friends. George Clooney and Rande Gerber along with Meldman himself have shared many nights down in the El Dorado community, each owning their own beautiful home.



The relaxing vibes of the community mixed with their joint love of tequila spurred an idea to make the best-tasting, smoothest tequila around. The idea born in the El Dorado community would eventually develop into the effortlessly smooth, award-winning tequila: Casamigos. Years of working out the perfect recipe together, the tequila was originally intended for their own personal enjoyment and not the public. Lucky for the rest of us, they decided to share.

Officially launched in 2013, the perfectly named spirit quickly became the fastest-growing tequila brand in North America. Casamigos, which is Spanish for “house of friends,” celebrates the camaraderie between those who drink it while still staying alluringly sexy. Created with the intent to never need a lime or salt, the agave piñas are roasted in brick ovens for 72 hours, distilled with a special yeast blend and fermented for 80 hours. The average tequilas steam their agave piñas for only seven hours and ferment for only 48.

The taste is not the only notable aspect of Casamigos; even the packaging stands out. The simple yet uniquely designed bottle gives the tequila a refreshing appearance. The cork closure brings to mind a washed-up, sand-covered bottle on a tropical beach with a friendly message rolled up inside. Besides the typewriter-like text, the signatures of Clooney and Gerber are emblazoned near the bottom of the label reminding consumers not only of the endorsement behind the spirit but the hard work and many years spent in Jalisco, Mexico perfecting the taste. This tequila should not be viewed as just another celebrity-backed product, but as a quality good shared with us by a proud group of friends, allowing us rare glimpses into the lives of Meldman, Gerber and Clooney.

# FILL YOUR GLASS

At first, these brilliantly crafted tequilas were only sold at BevMo but with a high demand for Clooney's newest concoction, Casamigos is now sold in many stores, bars and restaurants, both in the United States and Mexico. Visit [casamigostequila.com](http://casamigostequila.com) to find your nearest bottle, and once you do, try one of the recipes below. Don't forget to invite your friends over.

## SPICY CUCUMBER JALAPEÑO MARGARITA

1 1/2 PARTS CASAMIGOS BLANCO TEQUILA  
3/4 PART FRESH LIME JUICE  
1/3 PART ORANGE LIQUEUR  
1/3 PART SIMPLE SYRUP  
3 CUCUMBER WHEELS  
1 JALAPEÑO SLICE

Muddle cucumber, jalapeño, lime juice and simple syrup. Combine all ingredients in an iced mixing glass. Shake vigorously for 10 count. Fine strain all contents into a rocks glass with or without salted rim. Garnish with cucumber and jalapeño slice.

## THE BEES KNEES

1 1/2 PARTS CASAMIGOS BLANCO TEQUILA  
3/4 PARTS FRESH LEMON JUICE  
1/2 PARTS HONEY SYRUP

Combine all ingredients. Shake and strain into a glass. Garnish with lemon twist.

## THE HONEYDEW MARGARITA

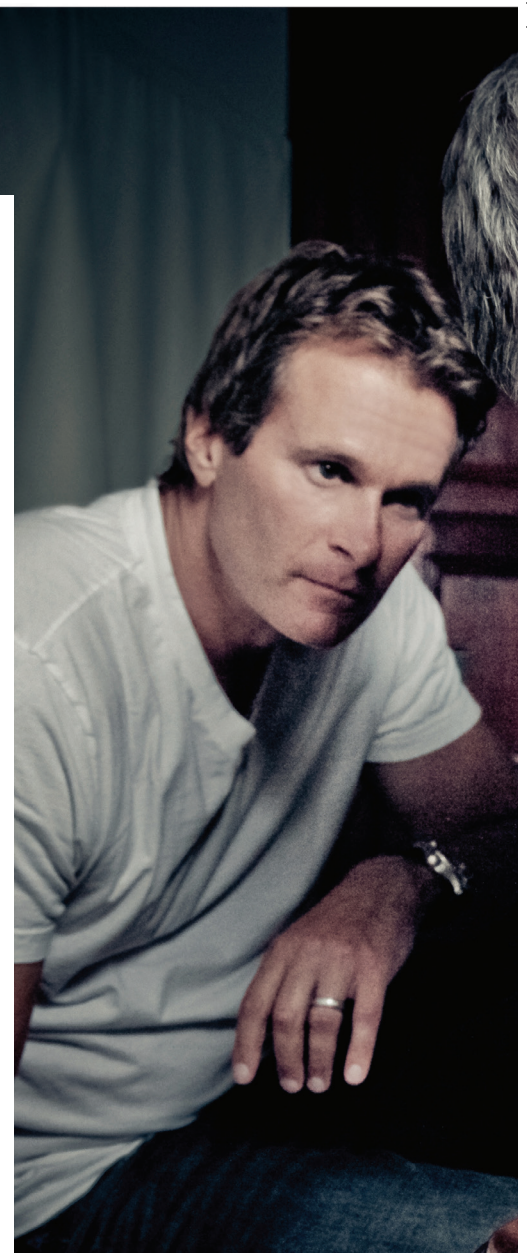
1 1/2 PARTS CASAMIGOS BLANCO TEQUILA  
3-4 FRESH LIME CHUNKS (PEEL INCLUDED)  
1/2 PART AGAVE NECTAR  
4-5 FRESH HONEYDEW CHUNKS

Combine ingredients with ice. Shake and pour all the contents into a rocks glass. Garnish with mint sprig.

## JASLISCO MULE

2 PARTS CASAMIGOS BLANCO TEQUILA  
1/4 PART FRESH LIME JUICE  
3/4 PART APPLE CIDER  
1/4 PART SIMPLE SYRUP  
SPICY GINGER BEER

Shake all ingredients with ice except ginger beer. Strain over fresh ice. Top with ginger beer. Garnish with a lime wheel or ginger.





**DRINK UP!**  
 ANOTHER ROUND? FOR ADDITIONAL SMOOTH CONCOCTIONS, VISIT [CASAMIGOS.COM](http://CASAMIGOS.COM).

**THE THREE AMIGOS**

Casamigos offers its smooth liquid in Blanco, Reposado and Añejo, making the decision to have three margaritas easier than ever. Tequila connoisseurs will be familiar with the differences between the three, but for the rest of us, here's a simple break down:

**BLANCO**

- Rests for two months
- Crisp and clean with flavorful hints of vanilla, citrus and sweet agave
- Releases a faint aroma of mint, cinnamon and green agave

**REPOSADO**

- Ages for seven months in American white oak barrels
- Slightly oaky flavor with hints of caramel and cocoa
- Medium to long smooth finish

**AÑEJO**

- Ages for 14 months in American white oak barrels
- Complex aroma with faint caramel and vanilla flavors
- Lingering smooth finish



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