

### **2025 RECAP**



### **The Woodlands Country Club**

#### March 20, 2025



Over 50 beverages for guests to taste and enjoy. Guests had the opportunity to taste different tequila selections from 12 suppliers. Guests also sampled vodka, prosecco, alcohol-free beverages and craft beer.



Tequila Forum Seminars (Pure Spirits: Exploring Organic & Additive-Free Tequila) hosted by Drew Pierce from Tres Agaves where guests were given the opportunity to learn the history and process behind making tequila. Guests sampled 4 Tres Agaves tequilas with 3 of their mixers.



Pairing of tequila with fantastic cuisine from Back Table, Chefs United HTX, Pastel Pizza, The Woodlands Country Club, Thistle Draft House, Escalante's, The Cheesecake queen and H-E-B with their delicious gourmet nacho bar.



The event was held at The Woodlands Country Club in The Woodlands.



We proudly raised funds for The Woodlands Arts Council through a Charity Party Wagon Raffle where one winner took all! The funds raised forward the mission of providing regional cultural and educational enrichment opportunities that encourage, support and promote the performing and visual arts.

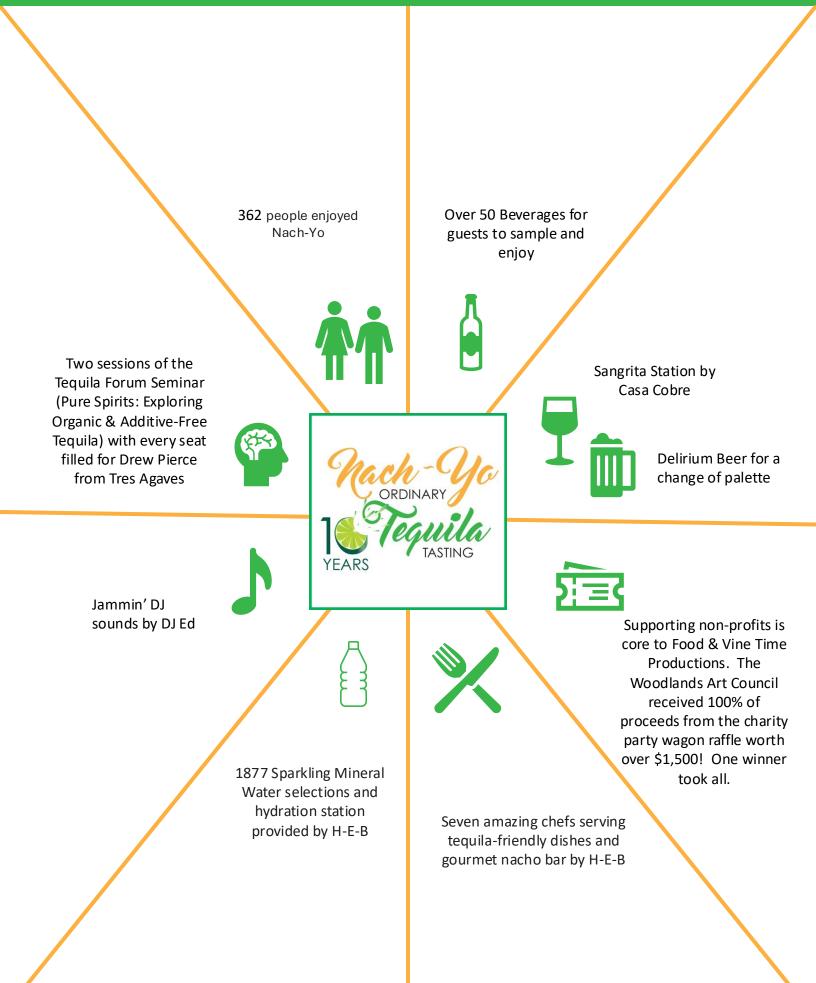








### **EVENT AT A GLANCE**











### **ENJOY TASTINGS FROM**



### **OTHER BEBIDAS**



Wine (food) Week

CRUSHING IT!





## **GOURMET NACHOS BY**



## **DELICIOUS BITES FROM**

 $BACK \times TABLE$ 





















### **TEQUILA FORUM SEMINAR**

Pure Spirits: Exploring Organic & Additive-Free Tequila

SESSION 1: 6:40 PM - 7:10 PM Reserved by yelp & Stand-by only



### SESSION 2: 7:30 PM - 8:00 PM

### PRESENTED BY

#### Drew Pierce Director of Spirits, Trinchero Family Estates

With more than 30 years of experience in the spirits industry, Drew Pierce is a seasoned leader in the world of premium beverages. For over 20 years, he has been an integral part of Trinchero Family Estates (TFE), a global powerhouse in wine and spirits with a portfolio of more than 50 renowned brands and a presence in nearly 50 countries.

As Director of Spirits at TFE, Drew plays a key role in shaping the company's vision for high-quality, authentic, and innovative spirits, including Tres Agave Tequila. His expertise spans brand development, market strategy, and the ever-evolving landscape of premium and organic spirits.

With deep industry knowledge and a passion for authenticity, Drew is dedicated to educating consumers and trade professionals on the importance of organic, additive-free tequila, ensuring that what's in the bottle reflects pure craftsmanship and integrity—just as it should.









### **TEQUILA FORUM SEMINAR**

### Pure Spirits: Exploring Organic & Additive-Free Tequila

### with Drew Pierce













Pure Spirits Tres Agaves Seminar













# One Winner Takes All STOCK YOUR BAR RAFFLE

### \$20 TICKET • 7 TICKETS FOR \$100 DRAWING AT 8:30 PM MUST BE PRESENT TO WIN

### BENEFITING













#### **Dozens of media postings and exposure**



Other Bebidas

Bluelce

RITUAL

CANDON

STEDLIP MINO

1877













#### **Dozens of media postings and exposure**

...



Woodlands Online · Follow January 28 · 🚱

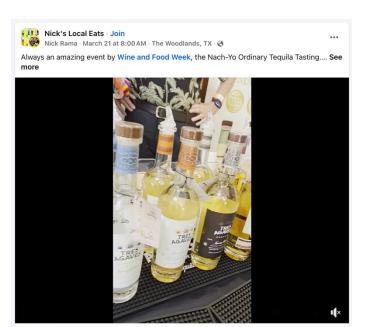
The Woodlands Country Club will get a lot more zingy and spicy with Food & Vine Time Productions' annual Nacho-Yo Ordinary Tequila Tasting Event in March!... See more



WOODLANDSONLINE.COM

Fun and Flavor Await March 20 at The NACH-YO ORDINARY TEQUILA TASTING at The Woodlands Country Club

007



COV Wine and Food Week and 16 others

7 comments 2 shares

Casa Cobre is at The Woodlands Country Club. · Follow March 18 at 10:02 AM · The Woodlands, TX · 🚱

🌵 🥃 Nach-Yo Ordinary Tequila Tasting 🍹 🎶

It's time to Sip & Savor! 🎉 Join us for an unforgettable tequila experience paired with Casa Cobre Real Sangrita! We'll be serving samples of sangrita and "spicy mocktails", and there will be full bottles of Casa Cobre available for quests to purchase.

📅 Date: Thursday, March 20th 👸 Time: 6 PM – 9 PM 🔎 Location: The Woodlands Country Club (The Palmer Course, 100 Grand Fairway Dr., The Woodlands, TX 77381) If your tequila knowledge is limited to college shots or house margaritas, it's time for a delicious

education! @ 1/2 Industry experts will be on hand to guide you through the world of tequila & mezcal.

Tickets:

🛃 \$45 per person (all-inclusive) 🛃 Includes food, music, a Tequila Forum Seminar, and tastings 🖂 🔊 🥃 🧰 \$50 at the door

👌 Don't miss out! Get your tickets now:

https://www.foodandvinetime.com/events/2025/nyott-2025

#TequilaTasting #SipSavorRepeat #TheWoodlands #TequilaLovers #FoodAndWineTime #CasaCobre #RealSangrita





Woodlands Online · Follow March 19 at 10:00 AM · 🕄

...

Sometimes you just need some great snacks and tequila to wash them down with. Hang on for Thursday's Food & Vine Time Productions Nach-Yo Ordinary Tequila Tasting event!



Nach-Yo Ordinary Tequila Tasting Nach-Yo Ordinary Tequila Tasting - Thu March 20, 2025 - The Woodlands Tx Events Calen... 0 4



#### **The Juice Houston**

Mar 20, 2025 Nach Yo Ordinary Tequila Tasting The Woodlands Country Club<sup>a</sup> | The Woodlands, Texas (Thu)



#### Cost: \$45

Think tequila is just the frozen margarita you grab at the bar? Think again! Take your tequila journey to the next level and explore the spirit's complexity and variety. From Blanco to Reposado, and even Mezcal and Sotol, discover the craft tequila to match your palate at this fun, all-inclusive, educational event. At the NACH-YO ORDINARY TEQUILA TASTING, industry experts will be on hand to guide, educate and share their passion with you about all things tequila.

Meet brand ambassadors, tequila specialists, and passionate educators, each eager to share their knowledge and craft spirits with you. Munch on fare from local restaurants and indulge in the H-E-B Gourmet Nacho Bar. Live music, the Tequila Forum Seminar Pure Spirits: Exploring Organic and Additive-Free Tequila presented by Tres Agave, and much more. Plus, it all supports a great cause with The Party Wagon Raffle, featuring over \$1,500.00 in beverages, bar swag, and more with multiple prize giveaways benefiting The Woodlands Arts Council.

Fun and flavor await. All-inclusive tickets are just \$45. Get yours today.

### **The Woodlands Online**

Fun and Flavor Await March 20 at The NACH-YO ORDINARY TEQUILA TASTING at The Woodlands Country Club



### **Hello Woodlands**

THE WOODLANDS, TX -- Get ready for the return of the **NACH-YO ORDINARY TEQUILA TASTING** on Thursday, March 20, at The Woodlands Country Club from 6:00 – 9:00 p.m. for an unforgettable evening of tequila tasting, education, delicious food, and fun! <u>Tickets</u> are now available for just \$45, offering an all-inclusive experience featuring 30+ craft tequila selections, specialty cocktails, amazing eats, door prizes and more.

Think tequila is just the frozen margarita you grab at the bar? Think again! Take your tequila journey to the next level and explore the spirit's complexity and variety. From Blanco to reposado, and even mezcal and sotol, discover the tequila to match your palate. Even if becoming a Maestro Tequilero isn't on your 2025 bingo card, the experience and knowledge about tequilas and mezcals presented by Master Distillers at the Tequila Forum Seminar is worth the ticket price says Constance McDerby, co-founder of Food & Vine Time Productions.

Much like the diverse world of potato chips—plain, BBQ, kettle-cooked, salt & vinegar—tequila offers an array of unique flavors, all shaped by the agave plant and its careful distillation process. Master Distillers take their craft seriously, ensuring each bottle reflects the dedication and quality behind every sip.

At the **NACH-YO ORDINARY TEQUILA TASTING**, meet brand ambassadors, tequila specialists, and passionate educators, each eager to share their knowledge and craft spirits with you. Munch on fare from local restaurants and indulge in the H-E-B Gourmet Nacho Bar, complete with freshly made tortilla chips, guacamole, perfectly spiced meats, and an assortment of toppings.

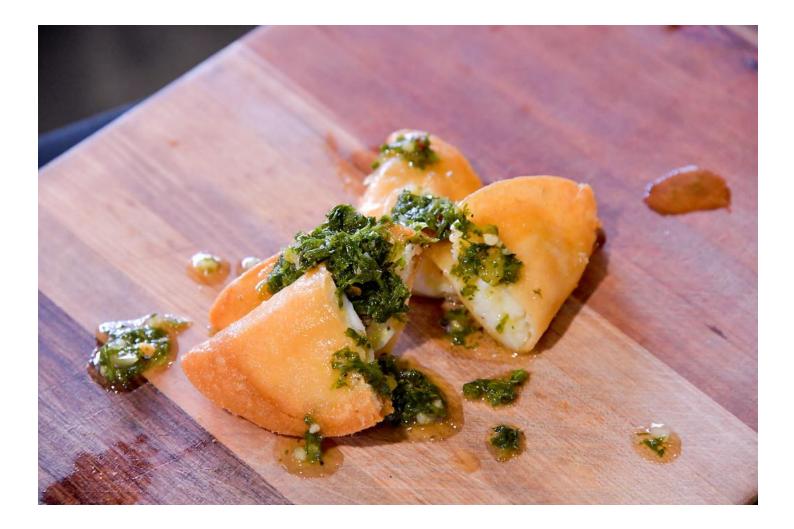
Sip and savor while supporting a great cause. The Party Wagon Raffle, featuring over \$1,500 in beverages, bar swag, and more with multiple prize giveaways benefits The Woodlands Waterway Arts Council. **NACH-YO ORDINARY TEQUILA TASTING** sponsored by: H-E-B, Bayway Cadillac, Renewal By Andersen, The Woodlands Country Club, Woodlands Online and Tres Agaves for the Tequila Forum Seminar. Tickets are just \$45 per person for this all-inclusive experience. Grab yours today at <u>www.nachyo.com</u> and get ready to raise your glass for an unforgettable and charitable night. **NACH-YO ORDINARY TEQUILA** 

**TASTING**, March 20 from 6:00 p.m. – 9:00 p.m. at The Woodlands



### **Happening Next**

Texans love their heritage – one that's built on pride, strength, and tradition. Much of that heritage is shared with our neighbors south of the border, fostering shared traditions and passions for delicacies such as fine tequila and agave. With an abundance of quality sipping tequila available in our region, what better way to enjoy it than to pair it with gourmet bites. At the Nach-Yo Ordinary Tequila Tasting, industry experts will be on hand to guide and educate attendees about all things tequila. Tickets are \$45 per person and include creative bites from area chefs, H-E-B Gourmet Nacho Bar, music and tequila/mezcal tastings served both neat and creatively batched in cocktails



### **The Woodlands Online**

THE WOODLANDS, TX -- Get ready for the return of the **NACH-YO ORDINARY TEQUILA TASTING** on Thursday, March 20, at The Woodlands Country Club from 6:00 – 9:00 p.m. for an unforgettable evening of tequila tasting, education, delicious food, and fun! <u>Tickets</u> are now available for just \$45, offering an all-inclusive experience featuring 30+ craft tequila selections, specialty cocktails, amazing eats, door prizes and more.

Think tequila is just the frozen margarita you grab at the bar? Think again! Take your tequila journey to the next level and explore the spirit's complexity and variety. From Blanco to reposado, and even mezcal and sotol, discover the tequila to match your palate. Even if becoming a Maestro Tequilero isn't on your 2025 bingo card, the experience and knowledge about tequilas and mezcals presented by Master Distillers at the Tequila Forum Seminar is worth the ticket price says Constance McDerby, co-founder of Food & Vine Time Productions.

Much like the diverse world of potato chips—plain, BBQ, kettle-cooked, salt & vinegar—tequila offers an array of unique flavors, all shaped by the agave plant and its careful distillation process. Master Distillers take their craft seriously, ensuring each bottle reflects the dedication and quality behind every sip.

At the **NACH-YO ORDINARY TEQUILA TASTING**, meet brand ambassadors, tequila specialists, and passionate educators, each eager to share their knowledge and craft spirits with you. Munch on fare from local restaurants and indulge in the H-E-B Gourmet Nacho Bar, complete with freshly made tortilla chips, guacamole, perfectly spiced meats, and an assortment of toppings.

Sip and savor while supporting a great cause. The Party Wagon Raffle, featuring over \$1,500 in beverages, bar swag, and more with multiple prize giveaways benefits The Woodlands Waterway Arts Council.

**NACH-YO ORDINARY TEQUILA TASTING** sponsored by: H-E-B, Bayway Cadillac, Renewal By Andersen, The Woodlands Country Club, Woodlands Online and Tres Agaves for the Tequila Forum Seminar.

Tickets are just \$45 per person for this all-inclusive experience. Grab yours today at <u>www.nachyo.com</u> and get ready to raise your glass for an unforgettable and charitable night. **NACH-YO ORDINARY TEQUILA TASTING**, March 20 from 6:00 p.m. – 9:00 p.m. at The Woodlands

### **The Woodlands Online**

#### The Woodlands Online Recap Article Post-Event Nach-Yo Ordinary Tequila Tasting is The Good Life

**TH**E WOODLANDS, TX -- The 'Nach-Yo Ordinary Tequila Tasting' event at The Woodlands Country Club, Palmer Course, this past Thursday was exceptional to say the least. The weather was incredible as the Sun started its evening dip, and even wearing a jacket was very comfortable given the low humidity. The winds held off, so eating the Latin-inspired samples and tasting the different Tequilas on the clubs terrace was a truly wonderful experience, and with the perfect light it was worthy of a sitting by Pierre-Auguste Renior; 'Bal du moulin de la Galette,' comes to mind. The event is a ramp-up to the upcoming annual Woodlands Wine & Food Week's 2025, put on by Constance McDerby and Food & Vine Time Productions. Tequila and Food vendors were intermingled with one another allowing visitors to the WCC's Legacy Ballroom, to pick and choose between their proteins and agave inspired creations, and perhaps hum a few bars of the celebrated, da Dada da da Daa ... Tequila, released by The Champs in 1958.

As usual, event sponsor H-E-B knocked it out of the park with their Gourmet Nacho Bar, creating a filling Nacho bowl with either beef or chicken, queso, salsa, guacamole, and a black bean corn salad, all topped on a base of tortilla chips. It was essentially a meal in itself, and was a great hit amongst event goers. Kudos go out to H-E-B Chefs with Cooking Connections Regional Manager Brent Hurter, and his team for creating an inspiring dish that was a great starter. H-E-B loves to offer dishes which are made with in-store products that can easily be recreated at home with a little time and effort. The Woodlands Country Club kitchen's Executive Sous Chef Juan Barletta, offered a innovative little side, a Short Rib Flauta, truly upscaling the fried cylindrical tortilla, or flute; into a upscale club worthy dish, that certainly pleased with its jicama pineapple dressing, poblano verde sauce, and crushed Mexican corn. The sweet meat was a great combo with its shell, and undoubtedly brought second attempts as visitors made their rounds and rounds. Both H-E-B and TWCC set the mood for the entire tequila festival, and it only got better.

In all there were dozens of craft tequila selections from A to Z, and specialty cocktails on hand that were enjoyed by all, each having their own distinct characteristics that set them apart from each other. That's the beauty of America, if you think about it, your will be done. The beauty of the Tequilas on-hand, were their sipability. There was no need to throw one back, like with the rougher Mezcal's, and indeed the selections were of the higher quality very much suitable to the attendees. Of course, each brand like Agazul Tequilartesanal, Authentico Organic Tequila, Big Hat, 100% De Agave Bribon, Carlito's Spirits, Milagro Tequila, Republic Tequila, Titanium Tequila, Tres Agaves, Volando Tequila, and Z Tequila, brought their A-Game, and even offered their own mixers, to further increase the enjoyment of their products with personalization.

Thistle Draftshop's Shrimp Campechana, a Mexican seafood cocktail with shrimp, was a real hit in a bite. Described by owner Mary Thorn, as where a "Bloody Mary meets Pico," it's a zesty lil app with cocktail sauce, cilantro, onions, and a tortilla chip shovel just in case anything got stuck in the glass. Her booth was located on the northeast terrace with its great view of the golf course. Pastel Pizza, a Venezuela branded restaurant with a Spring location, has a knack for taking the timeless arepa and pizzafying it into a delicious bite size Pastelito filled with Italian or traditional Venezuelan themed ingredients. The first bite by itself tastes great, but is off the charts with the tartara sauce. Their Tequenos, which looked like a cheese filled egg roll, came complete with a verde sauce, and are equal to the task of being tasty and filling. Not bad for owners Juan and Rosa Rosales, who started their dream in 2016 from their apartment, then a food truck, and now brick and mortar stores with multiple locations. They even have desserts. There were also plenty of companies offering enhancements to one's Tequila experience bringing about new occasions to enjoy the drink. Bloody Revolution brought their entire arsenal of gourmet Bloody Mary mixes. H-E-B had their 1877 Mineral Water and Margaritas. Blue Ice brought their Russian tequilas, better known as Vodkas, with interesting selections involving potato, expresso, huckleberry, wheat, and lemonade. Seedlip, which is in the non-alcohol game, impressed with their ode to tequila, with their new Notas de Agave, which impressed with its hints Prickly Pear, zesty Lime, Vanilla, Damiana flower and Peppercorn; and was a breath of fresh air, as well as being vibrant and refreshing. Other players on hand were Candoni Italy and their wines; Casa Cobre and their Real Sangrita, a great mixer for those wishing to up their tequila game; Ritual Zero Proof came with their non-alcoholic, low cal, zip sugar, liquor replacement for those who need to shy away from alcohol, but still want to enjoy the benefits of the company of which Tequila aficionados partake. Even a small Belgium brewery, Delirium, brought a selection of their award winning beers, which truly impressed.

A longtime proven fixture in The Woodlands, Escalante's Fine Tex-Mex & Tequila, offered tasty Chicken and Beef Empanadas, with a tangy Creamy Cilantro Sauce. The restaurant has been pleasing palates locally and in Houston for over 30 years. Back Table Kitchen & Bar had a tasty little app of Pork Belly Burnt Ends, with roasted Shishito peppers, macha, sweet soy, scallops and sesame. The Chef's Kitchen by Chefs United TX, a combined effort from J Bistro Style and Mason's Creative Catering, brought their Taco de Papa with Spicy Chimichurri Sauce, a tiny taco with a potato/Oaxaca cheese mixture. It's a great combination, and who knew that potato and cheese could stand alone in taco form? And when combined with the sauce, it's one for the stratosphere. One entry in the dessert realm was The Cheesecake Queen, Elaine Bailey, who was fresh from her Rookie Award Grand Champion 2025, for her Key Lime Cheesecake, which was a perfect dessert bite. It was hard to leave the booth with just one tasty morsel, and who knows how many made multiple trips for the small and incredibly made concoction.

This year's Tequila Forum Seminar was headed by Drew Pierce, a seasoned wine veteran with Tres Agaves Tequila, who really impressed with his lecture on 'Pure Spirits: Exploring Organic & Additive Free Tequila.' Drew is Director of Spirits for the wine powerhouse Trinchero Family Estates, and delved into TFE's commitment to quality when it comes to their products, especially Tres Agaves Tequila, and their operations in the tequila making region of Mexico. The Zero Additive, Non-GMO, Organic angle, was a revelation to the health aspects of Tres Agaves Tequila. Soft on the gut, and mind, it breaks down cleanly in the body, and when enjoyed in moderation, makes for a good life. Instead of a soda or coffee around 3pm daily, Drew takes a few sips of Tres Agaves Tequila, which is not bad, especially when you learn that it's good for you with its proven production methods. There were four Tequilas offered for sipping, Tequila Blanco, Tequila Resposdo, Tequila Añejo, and Tequila Extra Añejo, as well as several mixers on hand to personalize the taste of each tequila.

The festival of Tequila concluded with the 'Party Wagon' Raffle benefiting The Woodlands Art Council. TWAC is celebrating their 20th anniversary this year with their upcoming Woodlands Waterway Arts Festival starting April 11th. The Party Wagon featured over \$1.5K in beverages, bar swag, and other little goodies provided by the vendors. Many thanks go out to the sponsors to this year's Tequila Tasting: H-E-B, Bayway Cadillac, Renewal By Andersen, The Woodlands Country Club, Woodlands Online and Speed Pro. You have to hand it to Constance McDerby and Food & Vine Time Productions, which kicks off their 21st season on May 28th, with 'Wine Around The World Wednesday,' at the The Woodlands Waterway Marriott Hotel & Convention Center.

Website for information and tickets: wineandfoodweek.com

### **The Woodlands Online**

#### The Woodlands Online Recap Article (2) Post-Event

### 10th annual Nach-Yo Ordinary Tequila Tasting was a



THE WOODLANDS, TX – Food & Vine Time Productions recently held its annual Nach-Yo Ordinary Tequila Tasting event for the tenth time at The Woodlands Country Club Palmer Course. This yearly dip into all things agave drew in larger crowds than ever.

Dozens of distilleries, wineries, eateries, and other exhibitors willed the grand ballroom of the club with a fierce fiesta motif. Several hundred thirsty, hungry, and inquisitive members of the community came by to sample the wares and learn all about the creation and distribution of tequila and other spirits. From wall to wall, there were great eats, music, tequila forum seminars, an H-E-B Gourmet Nacho Bar, craft tequila, mezcal and other agave beverages, craft beer, door prizes, and more.

Constance McDerby, co-founder and producer of Food & Vine Time Productions and this event, talked to Woodlands Online about the landmark event

"This has been such a fun invention because when we first started, tequila wasn't on the forefront of growth; people thought it was just the liquor you did shots with in college, or added to bad-batch margaritas," she said. "But it's its own life. To create it takes the longest, most expensive distilling process of any spirit, because you have to grow it for 6 to 8 years to get the bulbs to ripen, where the sugars get high enough to distill it for a number of months or years. Sometimes the process from beginning to end can take up to 15 whole years."

Beyond the traditional fare, the event featured alcohol-free tequilas here, organic tequilas, and comparable spirits made from different succulents, that interestingly couldn't be called by the name 'tequila' according to McDerby.

"It's like champagne; you can only officially call it that if it was bottled in the Champagne region of France. To call it 'tequila,' it has to be made from a certain blue agave and comes from the state of Jalisco, Mexico. It's a flavor profile. If you thought tequila was one thing, you should rethink it and revisit it," she said.

Coming up in May is Wine Week, a Woodlands favorite event that takes place over several days in different locations. Stay tuned to Woodlands Online for updates.

Subject Line: A Festive and Successful Nach-Yo Ordinary Tequila Tasting - Thank you

Greetings friends of Nach-Yo Ordinary Tequila Tasting,

It was just this time last night we were all together having a great time at the event at The Woodlands Country Club Palmer Course.

What a beautiful day it is today. Sure wish yesterday was like today. But it all worked out, thanks to each of you. We are so blessed to have such an amazing group of partners bringing such an incredible experience to the guests in support of The Woodlands Waterway Council who benefited from the party wagon raffle. They increased funds raised by almost half over last year.

We saw a lot of new faces, new friends to agave who gave rave reviews and loved tasting the great offerings of both food and beverage in a festive atmosphere.

The Tequila Forum Seminar, presented by Doug Oldani of Palm Bay International was a hit with two sessions and only a couple of open seats at the first seminar. Once attendees come back to the event center raving, there was standing room only for the second session. Lots to learn about tequila vs. mezcal.

Who knew we could fit all 35 displays and tables inside and still have 320 people! It felt like a fiesta, and it was. Great eats, really great eats – thank you food partners. Great drinks – thank you beverage partners. Lively music thanks to DJ London. Great everything overall.

Our charity partner, The Woodlands Waterway Arts Council was very pleased to raise \$2,800 in donations for the party wagon raffle. That's a lot more than last year. Get your tickets for the upcoming Waterway Arts Festival April 12-14.

Next up is Katy Sip N Stroll, followed by the 20<sup>th</sup> anniversary celebration of Wine & Food Week, the largest, most comprehensive culinary and wine event from New Orleans to Aspen. We have great things in store, a gem of a celebration, and we hope to have you there.

This success wouldn't be possible without you, our amazing partners, and we are so appreciative for your support and will do everything within our power to continue to provide a platform for your success and ROI.

Thank you for being in the trenches with us. We look forward to working with you again.

Until then, drink up an agave beverage neat or batched with great quality craft products now that you can enjoy a long, leisurely salt-rimmed glass. We raise a toast to you for a great success.





# Thank you for your support! See you in 2026!



Cheers for 10 Years!

N A C H Y O . C O M