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PRESS RELEASE

Primis, the world's first black tequila; It is the most exclusive and expensive in the world.

Until recently, there were only five types of tequila: white, gold, reposado, añejo and extra añejo; However, the prestigious tequila master **Hugo Yerenas** and the world-class designer **Fernando Altamirano** (Paolo DiVerachi), CEO of Paolo Di Verachi Studio, created the world's first black tequila.

The person responsible for the creation of the black tequila in question, whose name is 'Primis Black Aged', is the master Hugo Yerenas, who took eight years to patent its formula.

Meanwhile, the person responsible for the design of the bottle that contains the first black tequila, the most expensive in the world, is the designer **Paolo Di Verachi**.

Black tequila is made from 100% blue agave, which is grown in the region known as Tequila Denomination of Origin (DOT), which includes the entire state of Jalisco and some municipalities of Michoacán, Tamaulipas, Nayarit and Guanajuato.

According to Paolo Di Verachi, the product is an aged tequila, which obtains its black color thanks to solera maturation processes and other innovations in its formulation under patent.

Paolo Di Verachi is known for creating high-end brands, some of the most expensive, luxurious and recognized in the world, responsible for creating Henri IV Cognac, the most expensive in the world as well as Meshico mezcal, among other products, always the most expensive and exclusive to the world.

How much does the world's first black tequila cost?

Saying that the first black tequila is the most expensive in the world is not an exaggeration, since its cost is nothing more and nothing less than 5 million dollars; that is, more than 85 million pesos.

According to the information revealed about the black tequila, the mentioned price was established by Paolo Di Verachi, designer of the bottle.

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