

**FOR IMMEDIATE RELEASE**

June 2, 2023

**BORN DURING THE COVID SMALL-BUSINESS BOOM, DALLAS-BASED COLD PRESS COCKTAIL MIXER TEPETÁN LANDS IN COOLERS AT GROCERY LEADER, CENTRAL MARKET, AS A PART OF LEGENDARY TASTES OF TEXAS**

[DALLAS, TX] - Tepetán, an innovator in cold press cocktail mixers, is thrilled to announce state-wide retail distribution with Texas Grocer, Central Market, an H-E-B Grocery Company. Starting June 8th as a part of Legendary Tastes of Texas event, Texans and margarita lovers (one in the same, really) can find Tepetán in the coolers across all Central Market locations in Austin, Dallas, Fort Worth, Houston, and San Antonio.



Needing good margaritas in the summer of 2020, after leaving corporate jobs to become entrepreneurs, Elsa and Chris DeGroot started Tepetán in their home-kitchen in *Dallas* and later launched in market May of 2021. From those first test batches in 2020, to a shared kitchen space and one retailer partner to now their own commercial juicing kitchen facility *near Fair Park in Dallas*, Tepetán is now sold at over 50 retail locations in Dallas-Fort Worth and shipped nationwide.

Made with cold press juices, Tepetán uses an innovative process utilizing cold water pressure to help retain the nutrients and taste consumers love in fresh juices, instead of heat pasteurization and preservatives traditional retail products use, which can change the flavor profile of the ingredients. You know when you've sipped fresh orange juice; the same is true with a margarita. Tepetán offers customers a 'better for you' option for cocktail mixers aside from the shelf stable, neon and full of preservative options currently on shelves.

All Central Market locations in Texas will carry the full range of Tepetán cold press margarita mixers in 12 ounce bottles. Flavors include **The Classic** (Lime Sour), **Spa Day** (Cucumber Mint), **Don Paco** (Orange Pineapple), and **Hot Tin Roof** (Pineapple Jalapeño).

"We're so excited to be in Central Market," said Tepetán cofounder Elsa DeGroot. "Their



strong following in the foodie community and presence across Texas makes them the perfect partner to bring our delicious cold press cocktail mixers to even more places throughout the state of Texas for people to enjoy. Now, more Texans can experience the taste of fresh squeezed margaritas without the tedious prep-work needed to make great cocktails at home.”

Tepetán will be hosting a series of in-store demos at Central Market in June where customers can sample the cold pressed cocktail mixers and learn more about the brand and crafting the perfect margarita. Follow Tepetán on Instagram and Facebook for more details on in-store demos.

To find the nearest Tepetán cold press cocktail mixer retailer and to shop online visit [www.tepetan.com](http://www.tepetan.com)

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### **About Tepetán**

Tepetán, a Texas-based cold press cocktail mixer company, was born in 2020 by husband-wife cofounders, Chris and Elsa DeGroot, who created Tepetán out of their love for margaritas. Producing its first batch of cold press cocktail mixers out of their own kitchen, Tepetán has quickly grown over 50 retailers in Dallas-Fort Worth and nation-wide shipping through their online store. For more information, visit [www.tepetan.com](http://www.tepetan.com)

Website: [www.tepetan.com](http://www.tepetan.com)

Press coverage: <https://www.tepetan.com/press>

Instagram: @Tepetanmixers

Facebook: <https://www.facebook.com/Tepetan>

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