

DESIRE RICHNESS WITH ELIJE MÁS RIQUEZA TEQUILA

Written by Allison Levine

Riqueza signifies “aiming high, loving, teaching, learning, and experiencing,” explained Rafael Gonzalez, owner of Elije Más Riqueza Tequila. “It means all the colors represented in life all at once, a clear vision, achieving your personal goals, the American dream.” Rafael Gonzalez followed his dreams and desired “riqueza”. Elije Más Riqueza Tequila, which translates to “desire richness”, reflects this story of ambition, hard work, and dedication.

Rafael Gonzalez left Mexico at the age of fourteen in search of the American dream. Like his mother Esperanza, whose name means hope, Rafael chose a life of richness. He dreamed about moving to the United States to join eight of his brothers. And while his mother did not want him to leave, her hope for him was to have success. Rafael was driven to fulfill his goals, which included owning his own horse and taking care of his mother and father.

Upon first arriving in the United States, Rafael worked various jobs, learning something different at each one. He carried this knowledge with him from job to job. The biggest lessons he learned were to never give up and never settle. Little by little he learned more and more, gaining more responsibility along the way.



Ultimately, Rafael took a job as a truck driver in California for a distribution company. It was through this job that he discovered the world of spirits. Rafael was exposed to Mexican spirits and the world of Tequila, a world he had not been familiar with while growing up in Mexico. Rafael quickly embraced his heritage and Tequila’s history in the United States.

Rafael met his wife Maricela Martinez and, planning for their future, they decided to start their own distribution company, Mara Imports. What set Mara Imports apart from other distribution companies was their focus on unique spirits and small brands often considered “too small” to compete.

Rafael set out as a child with a dream that he had since achieved. Not only did he build a successful career, but he was able to take care of his mother and father and own a horse. Most recently he created Elije Más Riqueza Tequila. “This tequila is dedicated

to the memory of my mother, whose attitude and energy made a future for her family with only ‘ganas de querer y siempre eligio mas Riqueza’ [love and the desire for more wealth]”, explained Rafael Gonzalez.

Elije Más Riqueza Tequila is produced from estate-grown, hand-selected 7-year-old agaves. Selected at the ideal ripeness by multigenerational jimadores, the agaves are transported the old way to the Tequilera where years of experience and knowledge go into practice creating an amazing blend.

Elije Más Riqueza Tequila is produced at the Tres Mujeres Distillery. The tequila is aged 24 months in a mix of Cognac and whiskey barrels. Using a combination of old and new ways of making tequila, the final blend is masterfully put together by Alberto Partida and Rafael Gonzalez. It is the use of tools such as Hornos de Mamposteria to cook the agaves and copper pots during the distillation process that helps to make a balanced product with lots of flavors.

Elije Más Riqueza Tequila is packaged in unique bottles designed by a select group of artisans in Dolores Hidalgo. Each bottle signifies what the tequila is about. “We are happiness, we are family, we are friends, we are good times, we are memories, all at once transmitted into this amazing Tequila that took years to be aged perfectly with patience and love,” expressed Maricela Martinez. “Close your eyes, take one sip, and let your heart take you there.”

