



**AWARD-WINNING DESOLAS MEZCAL EXPANDS
AVAILABILITY WITH TENNESSEE CROWN DISTRIBUTING CO.**

Female-Founded “World’s Best Mezcal” Brand Brings Its Smooth Spirit to Tennessee

Miami, Florida – July 2025 – [Desolas Mezcal](#), the female-founded premium mezcal is thrilled to announce its expansion into Tennessee through a partnership with Tennessee Crown Distributing Co., a leading distributor of fine wines and spirits since 1948. This move brings Desolas’ award-winning spirit to Tennessee’s agave drinkers, building on its growing U.S. footprint. This is now the eighth state that Desolas Mezcal is available in.

“Tennessee’s rich appreciation for quality spirits makes it a perfect home for Desolas,” said GG Mirvis, Founder and CEO of Desolas Mezcal. “Aligning with Tennessee Crown, with its deep roots and stellar reputation, lets us share our unique mezcal with a new community passionate about craft spirits.”

Tennessee Crown Distributing Co., a subsidiary of Georgia Crown, brings nearly a century of expertise to this partnership. Serving 21 West Tennessee counties, they’ve built a legacy of connecting top-tier suppliers—like Desolas—with customers seeking old favorites and cutting-edge spirits.

Crafted from 100% Salmiana Agave in San Luis Potosí, Mexico, Desolas is cooked in above-ground hornos, yielding a refined mezcal with citrus, fresh agave, and subtle green & black pepper notes—distinctly low-smoke thanks to the region’s arid, chalky soils. Since its 2020 launch, Desolas has earned top honors: Best of Class at the 2024 New York World Spirits Competition (“World’s Best Mezcal” by The Tasting Alliance), Double Gold at the 2024 San Francisco and New York Spirits Competitions, a Platinum Medal at the 2024 L.A. Spirits Awards, and Mezcal of the Year at the 2023 Bartender Spirits Awards.

Desolas is now available in New York, New Jersey, Florida, Georgia, Texas, Tennessee, California and Colorado, with nationwide shipping at www.desolasmezcal.com.

[LINK TO IMAGES](#)

Courtesy of Desolas Mezcal

About Desolas Mezcal

Desolas Mezcal is an artisanally crafted spirit that is thoughtfully produced from 100% Salmiana Agave found in the state of San Luis Potosi, Mexico. The Salmiana agave, also known as the “green giant,” is cooked in above-ground ovens, resulting in a mezcal with a fresh botanical aroma and gentle smoke. Its grassy, earthy and agave-forward character is a product of the arid and chalky soil of San Luis Potosi. The female-founded, 2024 NYSWC Best of Class Winner, premium mezcal brand can be found in 8 states – New York, New Jersey, Florida, Georgia,

Texas, Colorado, Tennessee and California and can be shipped nationwide at www.desolasmezcal.com.

About Tennessee Crown Distributing Co.

Founded in 1948 as United Liquors Corporation (consolidated with Southwestern Wine & Liquor, 1939), Tennessee Crown Distributing Co. in Memphis is a top distributor of fine wines and spirits across 21 West Tennessee counties. A Georgia Crown subsidiary, they prioritize quality service, superior products, and cutting-edge value.

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