
Daniel Schneeweiss Bernstein

Montelobos



“ I saw an opportunity to shake up the tequila industry. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	100
PARTNER	Moises Guindi
WEBSITE	www.montelobos.com

COMPANY SNAPSHOT

Shaking up the traditional tequila industry in their native Mexico, entrepreneurs Moises and Daniel are aiming to reinvent the tequila-drinking experience the world over. They founded Tequilera Milagro with a focus on superior product quality and innovative brand management, aiming to replace old-fashioned images of “horses and haciendas” with hip nightclubs and sleek cocktails. The strategy has paid off: Tequilera Milagro has become the fastest growing tequila product in the U.S. The company has been ranked on *CNN Expansion's* “Top 10 Entrepreneurs.” Milagro now represents the fourth largest tequila company in the United States and the eighth largest in Mexico, passing tequila manufacturers who have been in business for more than 200 years.

ENDEAVOR AND MONTELOBOS

The Entrepreneurs have benefited from high-level mentorship on areas such as new product development.

They have demonstrated commitment by leading workshops on human resources and capital attraction, as well as doing media appearances on behalf of Endeavor.