



## **The Beckmann Foundation Establishes New Partnership with Gran Coramino Tequila to Foster Entrepreneurship in Tequila**

**Tequila, Jalisco, Mexico. (June 29, 2022).** We are pleased to announce our partnership with Gran Coramino Tequila to support social innovation and entrepreneurship within the Tequila community and the agave region in Mexico.

Founded by Kevin Hart and 11th-generation tequila maker Juan Domingo Beckmann, the Gran Coramino Tequila brand was launched last month. Deeply committed to the origin of its tastemasters, Gran Coramino Tequila has envisioned an outreach brand give-back program, through which it will donate \$1 from every bottle sold to range programs and organizations that support aspiring entrepreneurs and businesses from diverse communities in the U.S. and Mexico. Given its long history of commitment to the development of the Tequila community, the Beckmann Foundation was selected by Gran Coramino Tequila to be its first impact partner in Mexico.

The Beckmann Foundation has worked for decades to support the development of sustainable projects to raise the quality of life in Tequila and the agave region in Mexico. Through its social innovation program, the Beckmann Foundation seeks to contribute to the development of a sustainable and diverse economy in the region, developing networks and platforms that foster entrepreneurship, productive projects, and the revitalization of both traditional and new crafts and skills.

"I admire the incredible work LISC and the Beckmann Foundation have done to advance communities in the US and Mexico and to support businesses for so many years," said Kevin Hart, Gran Coramino Tequila Co-founder. "I am thrilled to begin building this new Gran Coramino give-back program together."

Alongside academic and community partners, including ITESO, Universidad Jesuita de Guadalajara, the Foundation works with micro-producers, artisans, and family enterprises, providing them with entrepreneurship training and business advice to professionalize their businesses and help in improving their quality of life.

"For 20 years our mission has been to support the community, land and families of Tequila, Mexico through health, art, entrepreneurship, and education programs," said Executive Director, Sonia Espinola. "We are proud to be partnering with Gran Coramino Tequila to further deliver on our mission by supporting hard-working entrepreneurs and small businesses within the Tequila community."

Even though the partnership is official as of the date of this release, The Beckmann Foundation will begin the development of the program with Gran Coramino Tequila this

summer, with a focus on providing economic and social support for entrepreneurs and the community of Tequila as a whole.

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#### **ABOUT THE BECKMANN FOUNDATION**

Established in 1997 by Mexican tequila maker and philanthropist Juan Francisco Beckmann, The Beckmann Foundation is a family foundation serving the community of Tequila, Mexico and the agave region that focuses on education, culture, public health, the environment and entrepreneurship. The Foundation's Social Innovation program offers aspiring regional entrepreneurs the opportunity to access a multidisciplinary team of graduate and undergraduate students and their advisors to provide consulting services and applied research training, advice, and support in the building and designing of innovative quality products, brand development and business strategy. Participants also receive access to a training platform to strengthen the vocations and trades of families in the territory to help support economic and social growth in the region. To learn more about the Beckmann Foundation please visit <http://www.fundacionbeckmann.org>.

#### **ABOUT GRAN CORAMINO™ TEQUILA**

Gran Coramino Tequila is a tequila brand founded by two world-class masters of their crafts, Juan Domingo Beckmann and Kevin Hart. As entrepreneurs and tequila lovers, Juan and Kevin first bonded in Tequila, Mexico over their passion for what tequila is and can be, as well as their shared values and desire to innovate the tequila category. Launching first with Gran Coramino Reposado Cristalino, the tequila is matured in Eastern European oak barrels, finished in California Cabernet wine casks and slow-filtered for smooth flavor and crystal-clear color. Gran Coramino Tequila will donate \$1 from every bottle sold to support diverse entrepreneurs and small businesses from communities in Tequila, Mexico and the United States. Gran Coramino Tequila is available at a suggested retail price of \$49.99. For more information, please visit: [hardworktastesdifferent.com](http://hardworktastesdifferent.com) and follow @GranCoramino on Instagram.