

MEDIA ALERT - SAN FRANCISCO CELEBRITY PHOTO OPP

CELEBRITY CHEF GUY FIERI TO HOST SAN FRANCISCO BOTTLE SIGNING & TASTING OF NEW SANTO AÑEJO TEQUILA JUNE 14

SAN FRANCISCO (June 7, 2025) – EMMY Award-winning chef and philanthropist Guy Fieri is coming to the Bay Area in support of his and Rock and Roll Hall of Famer Sammy Hagar's [Santo Spirits](#) brand. Guy will be joined by San Francisco Mayor Daniel Louri at an appearance in San Francisco on Saturday, June 14th, including a consumer meet and greet and bottle signing of Santo's new Añejo Tequila. Full information:

WHO: Guy Fieri, co-founder of Santo Tequila, and Dan Louri, SF Mayor

WHAT: Meet Guy Fieri for an exclusive tasting and bottle signing of Santo Spirits' new Añejo Tequila. Crafted from 100% blue weber agave, Santo is a premium, additive-free tequila that brings the soul of Old Mexico to bold life. Be the first to try this exclusive Añejo , aged in American oak barrels for up to 24 months and bottled at 80 proof.

Media: pre-event opportunity for interviews, photos with Fieri and Louri

Public: event is free and open to the public, space is limited—first come, first served (RSVP doesn't guarantee entry). There will be tequila tastings, merch for sale & signing, and photo ops with Fieri.

WHERE: Total Wine & More, 1750 Harrison Street

WHEN: Saturday, June 14

Public access: 5:00 pm – 7:00 pm PT (Media check-in at 4:30 pm)

Media access: 4:30 pm, and time post-event with Juan Eduardo Nuñez, Master Distiller of Santo Tequila. Nunez will be offering a brief tequila education session for media immediately following the event

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About Santo Spirits

Santo Spirits was born from a decades-old friendship between Rock and Roll Hall of Famer Sammy Hagar and internationally renowned chef Guy Fieri. Having introduced the U.S. to super premium 100% Blue Weber Agave tequila with his first brand back in 1996, Sammy teamed up with Guy in 2019 looking for one thing – bold, authentic flavor achieved through uncompromising quality. Of course, being Sammy and Guy, they also wanted to make the best tequilas in the world. Paramount to their vision, all Santo Spirits tequila products must be additive free and carefully crafted using time-honored traditional methods that allow the agave to shine through. This led them to the famed El Viejo Distillery, founded in the Highlands of Jalisco, Mexico in 1937 and helmed by a third-generation distiller. Santo Spirits' award-winning portfolio includes a Blanco, Reposado, Añejo, Extra Añejo and a 110 Proof Blanco Tequila, along with Mezquila – the world's first tequila and mezcal blend. For more information, please visit [SantoSpirits.com](#).

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