

LALO[®]

TEQUILA

Eduardo “Lalo” González

Co-Founder and Maestro Tequilero

Eduardo “Lalo” González hails from Guadalajara in Jalisco, the heart of tequila production in México. His family has been in the tequila business for generations, originating with his grandfather, the father of premium tequila, Don Julio González. As a young man, Lalo witnessed firsthand how his father built a brand like Don Julio with an uncompromising focus on quality. He developed a lifelong passion for the agave plant and in particular, blanco tequila.