

The image features a field of agave plants in the foreground, with a sunset or sunrise in the background. The sky is a mix of white and light orange, and the agave leaves are a vibrant blue-green. The text 'yéyo' is written in a large, black, stylized font, and 'TEQUILA' is written below it in a smaller, black, sans-serif font.

yéyo

TEQUILA



Meet the Founder

Jon Bullinger founded Yéyo in 2009 to break the mold, blending traditional tequila craft with a modern twist. Now in Southern California with his wife and son—his biggest inspiration—Jon lives tequila as a way of life: staying true to his vision, doing things differently, and always making room for family.

Jon Bullinger
FOUNDER

Master Distiller

Sergio is a unique combination of chemist and artist, with a mastery of distillation that blends precision and philosophy. He is not only a talented professional but also a great friend who devoted over a year to perfecting the Yéyo cooking methods and flavor profile. Sergio resides in Arandas with his wife and three children, where he continues to pursue his passion for distilling high-quality spirits.

Sergio Cruz

MASTER DISTILLER



More than a name

Yéyo — a short, easy-to-say, unforgettable name that's also a common nickname throughout México.

Carrying warmth, connection, and authenticity, a reflection of the culture we love and the spirit we share.



Yéyo Tequila

A TIMELINE OF PASSION & PERSISTENCE

2009

The Dream Begins

Jon dreamed of creating a tequila brand that honored traditional distilling with a modern twist.

2010

Yéyo is Born

Jon launches Yéyo and begins selling in Oregon.

2013

A Pause in the Journey

Funding runs out, and operations pause — paving the way for reinvention.

2020

A Resilient Return

With new support, Yéyo relaunches and starts building momentum around its Blanco.

2023

Special Releases

The first Single Barrel Reposado and limited Day of the Dead editions.

2025

Bold Expansion

A refreshed Blanco, the first permanent Reposado, High Proof Blanco, and Yéyo Rosa debut.

Today

Momentum in Motion

Now available in 22 states — and growing.



Our Process

Distillery

Feliciano Vivanco y Asociados, S.A. de C.V. (5th generation since 1929) Sergio Cruz is the Master Distiller.

Region

Arandas, Jalisco in Highland region (the heart of the Los Altos "Golden Triangle" of Agave, 6,700ft above sea level.)

Blue De Agave

(Single estate) agave is matured 5-6 years before harvesting with a high sugar content.

Oven Type

(Horno) Stone, Slowly cooked for 53+ hours (30 cooked, 20 hour sitting, 3 hours "open air".)

Extraction Method

To extract the agave juice, we shred, and roll mill our agave.

Water Source

We use onsite deep well water because better water makes better tequila.

Fermenting Process

We let our agave ferment for 10-12 days using organic champagne yeast and the Mozart Method with classical music.

Distillation Method

Alembic (Copper Pot) Still, Single batch – Double Distilled.

Blanco

80 PROOF

Notes:

A vibrant burst of sweet agave, followed by bright citrus and crisp pepper



CHAMPAGNE
YEAST



DEEP WELL
WATER



Blanco

High Proof

96 PROOF

Notes:

Cooked agave, anise,
vanilla, peppermint,
banana, melon, pear, lime,
tea, and cream soda



Reposado

80 PROOF

Notes:

Sweet agave layered with warm vanilla, pepper, cinnamon, and a hint of dark chocolate



CHAMPAGNE
YEAST



4 SQUARE RUM
CASK RESTED



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Reposado

Rosa High Proof

86 PROOF

Notes:

sweet agave, red berry,
plum, cherry, black
pepper, and vanilla



CHAMPAGNE
YEAST



WINE CASK
RESTED

 33.3% SYRAH FRANCE

 33.3% SHERRY SPAIN

 33.3% PORT PORTUGAL



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Joven Luna

DÍA DE LOS MUERTOS

86 PROOF

Notes:

Stone fruit, vanilla
cream, toasted almond,
and gentle oak



CHAMPAGNE
YEAST



PEACH CASK
RESTED



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Joven Sol

DÍA DE LOS MUERTOS

86 PROOF

Notes:

Sweet apple pie with
mint, eucalyptus,
cherry, and blueberry



CHAMPAGNE
YEAST



SPICED APPLE
CIDER CASK RESTED



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Our Team



Made with passion. Made for you.



MADE WITH PASSION MADE FOR YOU
NATURALLY GROWN | 100% BLUE AGAVE

Sergio Cruz

MASTER DISTILLER

yáyo

TEQUILA

SINGLE ESTATE | DOUBLE DISTILLED
FERMENTED WITH CLASSICAL MUSIC