



PRESS RELEASE

CONTACT:

Mary Beth Duehr marybeth@duehrandassociates.com
Holly Berez holly@duehrandassociates.com
Duehr & Associates, LLC
1902 Wright Pl, Ste 200 Carlsbad, CA 92008
(760) 918-5622

Concrete Meets Craft: Sonoma Cast Stone Powers World's Best Blanco and Unveils Agavecrete™

Sonoma Stone's concrete "egg" vessels helped shape Montagave's Award-Winning Blanco tequila and inspired a new era of infused concrete innovation for aging wine and spirits



Sonoma Cast Stone's "proprietary" concrete tanks played a key role in the success of Montagave Tequila earning World's Best Tequila honors from both *Tequila Matchmaker* and the *Agavos Awards*.

(Petaluma, CA, March 10, 2026) **Sonoma Cast Stone**, the pioneering U.S. manufacturer of concrete fermentation and storage tanks, announced today that its concrete Egg vessel played a key role in the success of Montagave Tequila. Montagave's Blanco expression recently earned **World's Best Blanco Tequila** honors from both *Tequila Matchmaker* and the *Agavos Awards*.

“Sonoma Cast Stone’s concrete eggs have long been used for winemaking to create natural circulation inside the vessel. We wanted to see how that same dynamic could shape our agave spirits. The subtle interaction rounds out edges and builds a fuller, silkier mouth feel—innovating while maintaining the highest quality.”

—John Melvin, Montagave co-founder

Montagave rested its award-winning Blanco in Sonoma Cast Stone’s signature concrete Egg tanks—a bold move that signals a new frontier in spirits production. Long favored in winemaking, concrete vessels are now being embraced by forward-thinking distillers seeking to enhance texture, balance, and minerality in their spirits.

“Sonoma Cast Stone’s concrete eggs have long been used for winemaking to create natural circulation inside the vessel,” said John Melvin, co-founder of Montagave. “We wanted to see how that same dynamic could shape our agave spirits. The subtle interaction rounds out edges and builds a fuller, silkier mouth feel—innovating while maintaining the highest quality.”

“Montagave’s award-winning results are proof that concrete isn’t just for wine,” said George Ghilarducci, CEO of Sonoma Cast Stone. “Their Blanco won Best Blanco in our standard Egg vessel. That success directly inspired us to push the material even further.”

From Award-Winning Egg to Agavacrete™

Building on the success of Montagave’s achievement, Sonoma Cast Stone developed a proprietary blend that integrates natural agave fiber into a refined concrete matrix. The result enhances breathability, stability, and subtle micro-oxygenation to elevate desirable tequila notes. While Montagave’s award was earned using the company’s traditional Egg, Agavacrete represents the evolution of that breakthrough.

“This innovation grew directly from real-world results,” Ghilarducci explains. “Montagave demonstrated what was possible. Agavacrete is our response to that success—purpose-built for the next generation of agave spirits.”

Expanding the Frontier: Infused Concrete for Wine and Sake
Sonoma Cast Stone continues advancing its infused concrete

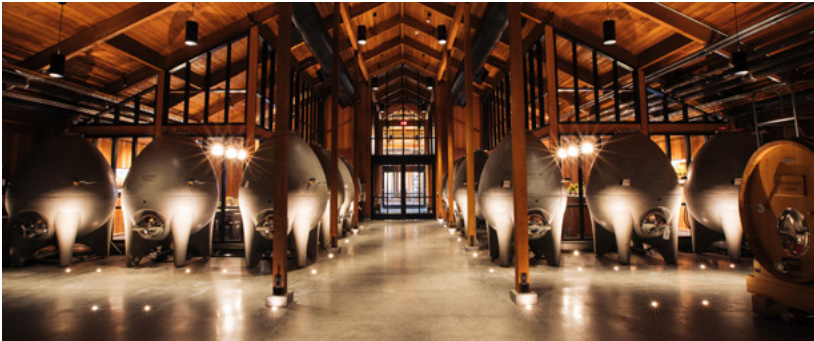


Above: “Super Pina de Agave” means superior agave heart, synonymous with Sonoma Cast Stone’s new Agavacrete tanks that provide an excellent environment for distilling superior quality tequila and other spirits; Sonoma Stone Concrete Egg vessels played a key role in the success of Montagave Tequila. At right: Award-winning Montagave tequila.



“Montagave’s award-winning results are proof that concrete isn’t just for wine. Their Blanco won Best Blanco in our standard Egg vessel. That success directly inspired us to push the material even further.”

—George Ghilarducci, Sonoma Cast Stone CEO



Recognizing that concrete tanks offer significant sustainability and ROI advantages over traditional oak barrels, Sonoma Cast Stone is the only American producer of concrete fermentation and storage tanks.

technology beyond agave. The company is currently conducting trials on Yuzu- and Cedar-infused concrete vessels developed specifically for sake production as well as concrete infused with toasted oak for aging wine with greater consistency and longevity than traditional barrels. These experimental blends aim to introduce subtle aromatic integration and enhanced texture while maintaining balance and purity.

Built for Longevity and Sustainability

Recognizing that concrete tanks offer **significant sustainability and ROI advantages** over traditional oak barrels, Sonoma Cast Stone is the only American producer of concrete fermentation and storage tanks. The company is also the first to develop models designed specifically for spirits. Unlike wood, concrete tanks last for decades, require no trees to produce, and maintain consistent results batch after batch.

“We’re seeing an exciting shift,” says Ghilarducci. “Producers of tequila, mezcal, whiskey, and rum are exploring concrete as a way to elevate their spirits naturally—just as winemakers have done for years. Montagave’s success is only the beginning,” Ghilarducci explains, noting that Sonoma Cast Stone’s designs—including its iconic Eggs, Amphora, and NuBarrel models—are being reimaged for the spirits industry.

About Sonoma Cast Stone

Founded in 1999 and based in Petaluma, California, **Sonoma Cast Stone** is the leading U.S. manufacturer of handcrafted concrete fermentation and storage tanks. The company pioneered the modern use of concrete tanks in winemaking and continues to innovate with proprietary blends such as **Agavecrete™**, designed specifically for tequila. In addition to fermentation vessels, Sonoma Cast Stone creates custom-engineered concrete products for both hospitality and residential applications, including **sinks, tubs, countertops, tiles, pavers, cladding, architectural panels, and furniture**. Known for exceptional craftsmanship and design versatility, Sonoma Cast Stone pioneered concrete tanks in the U.S. 25 years ago and has continually refined them with container vessels from NuBarrel, Eggs, Amphora, and now Agave tanks. They offer **Stain-Free NuCrete®**, **Genuine MetalCrete®**, and the **widest range of color options** in the industry—with dozens of natural and designer shades as well as custom color blending. From luxury hotels to fine residences, Sonoma Cast Stone’s products elevate every space with enduring beauty, functionality, and innovation. For more information, visit **sonomastone.com**.

###