

Perry's Steakhouse & Grille Unveils the Rare Rita, A Clarified Margarita Featuring Socorro Tequila

The Rare Rita is now available

Perry's Steakhouse & Grille and Socorro Tequila announce the launch of the Rare Rita, now featured on menus across Perry's locations nationwide.

The Rare Rita is a silky, crystal-clear clarified Margarita made with Socorro Tequila Blanco, fresh-pressed lime, agave nectar, orange bitters, and finished with a Valencia orange peel mist and golden salt rim.

"Socorro Tequila Blanco delivers the kind of clean, polished tequila that makes a clarified margarita truly shine," says Paige Stroud, Perry's Restaurants Beverage Director. "It allows the true agave character to come through in a way that feels both refined and authentic."

Socorro Tequila is traditionally crafted using only three ingredients: agave, water, and yeast—that's it. The brand was founded with a commitment to supporting clean drinking water initiatives for orphanages and nursing homes near its distillery in Jalisco, Mexico, reflecting a broader mission to create positive impact alongside exceptional spirits.

"100% sustainably grown blue Weber agave and traditional methods of production truly respect the spirit's roots," says Stroud. "It's a natural fit with how we approached the Rare Rita—thoughtful, elevated, and rooted in quality."

Starting May 1, the Rare Rita will be available at all Perry's Steakhouse locations throughout Texas as well as in Birmingham, Chicago, Denver, Miami, Nashville, Raleigh, and Richmond, with openings planned for Phoenix in summer 2026 and Omaha in 2027. Socorro Tequila Blanco will also be available at all locations. The partnership reflects Socorro Tequila's continued on-premise expansion beyond its core markets of Texas, Colorado, Oklahoma, and Tennessee.

"We've long been impressed with Perry's award-winning cocktails," says Pablo Antinori, Director of Agave Spirits and Co-Founder of I & A Agave Spirits, the company behind Socorro Tequila. "Our relationship goes back to a Socorro Tequila dinner we hosted in 2024 at VERDAD, Perry's modern Mexican concept. It was an amazing evening, and we're honored to expand our relationship to the Perry's flagship restaurants."

"For us, Perry's defining philosophy of creating experiences that are *Rare and Well Done*® reflects our desire to craft world-class tequila with intention, using traditional methods," says Josh Irving, Co-Founder and CEO of I & A Agave Spirits. "The Rare Rita highlights our shared focus on excellence in the glass."

About Perry's Restaurants

Since Bob Perry opened his original meat market in 1979, Perry's has built a reputation for exceptional cuisine and guest hospitality. In 1986, Bob Perry's son, Chris Perry, expanded the butcher shop to include a dining area. What is now Perry & Sons Market & Grille quickly gained popularity, inspiring Chris to create Perry's Steakhouse & Grille in 1993. Perry's has grown into a renowned group of award-winning restaurants featuring USDA Prime beef, an iconic 7-finger high pork chop, tableside carvings, signature seafood selections, flamed desserts, and handcrafted cocktails at its Bar 79®. Specializing in a *Rare and Well Done*® experience, Perry's currently operates locations in 11 markets with steakhouses slated to open this summer in Phoenix and in Omaha in summer 2027. Paying homage to the company's butcher shop beginnings also led to the creation of CARVE American Grille, with two locations in Austin. Additional concepts include Perry's newest concept, VERDAD True Modern Mexican, located in Austin, as well as Perry & Sons Market & Grille, the original butcher shop in Houston. For more information, visit perrysrestaurants.com.

About Socorro Tequila

Established in 2020 by spirits industry veterans Josh Irving and Pablo Antinori, Socorro Tequila is an award-winning, additive-free tequila handcrafted in Arandas, Jalisco, Mexico, using 100% Blue Weber agave. At the 2025 San Francisco World Spirits Competition, Socorro Tequila received Double Gold for its Blanco, Gold for its Reposado, and Silver for its Añejo. The name "Socorro," Spanish for "help," reflects the brand's ongoing commitment to supporting clean water initiatives in communities near its distillery. Socorro Tequila is also the official tequila of American Airlines. For more information, visit www.socorrotequila.com.