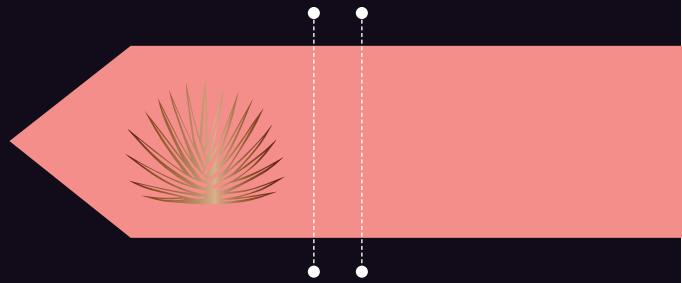


TEQUILA

# EL TEQUILEÑO

MEXICO'S BEST KEPT SECRET



El Tequileño /El Tèk-eb-lane-yo/  
(def): denotes a person born or being from  
the town of Tequila.



# MEXICO'S BEST KEPT SECRET<sup>®</sup>

FABRICA DE

TEQUILA  
EL TEQUILEÑO  
100%  
MEXICANO



MADE IN TEQUILA SINCE 1959

©™ Trademark of Jorge Salles Cuervo y Sucesores, S.A. de C.V.





# NAMED IN HONOR OF THE PEOPLE OF TEQUILA

## HISTORY IS MORE THAN A TALE.

Our story begins on New Years Day, 1959. Our founder Don Jorge Salles Cuervo decided it was time to leave his own mark on this world. He wanted to craft a tequila born of passion and place. The passion- to create only the finest quality tequila. The place- the town of Tequila in the state of Jalisco – the birthplace of the world famous spirit that bears the same name.

**Over sixty four years later, El Tequileño is crafted in the same place using the same recipe.**



**SINCE  
1959,  
WE HAVE  
FOLLOWED  
ONE PATH.**

**...A PATH CARVED BY TRAILBLAZER**

**DON JORGE SALLES CUERVO**

We've stayed true to who we are from the time we got our footing until today – creating a tequila we are truly passionate about. We lean on our history and tradition to create exquisite tequilas.





## WE ARE REAL

We are genuine! We are one of only a handful of distilleries that exclusively produce our own tequila and only our own tequila. We have been crafting tequila since 1959 in the same place, using the same process, and the same attention to craft and quality.

*Truly authentic. No imitations.*

*No duplication.*





**LIKE GRANDFATHER, LIKE FATHER, LIKE SON.**  
Don Jorge Salles Cuervo (left) started El Tequileño in 1959. His son Juan Antonio Salles (below left) and his grandson Antonio 'Tony' Salles (below right) carry the tradition forward.



Recognized for his lifetime achievement, Juan Antonio Salles was bestowed the title of Gran Tequilero by the National Chamber of the Tequila Industry. To date only 5 people have been awarded this designation.



## BORN OF HERITAGE.

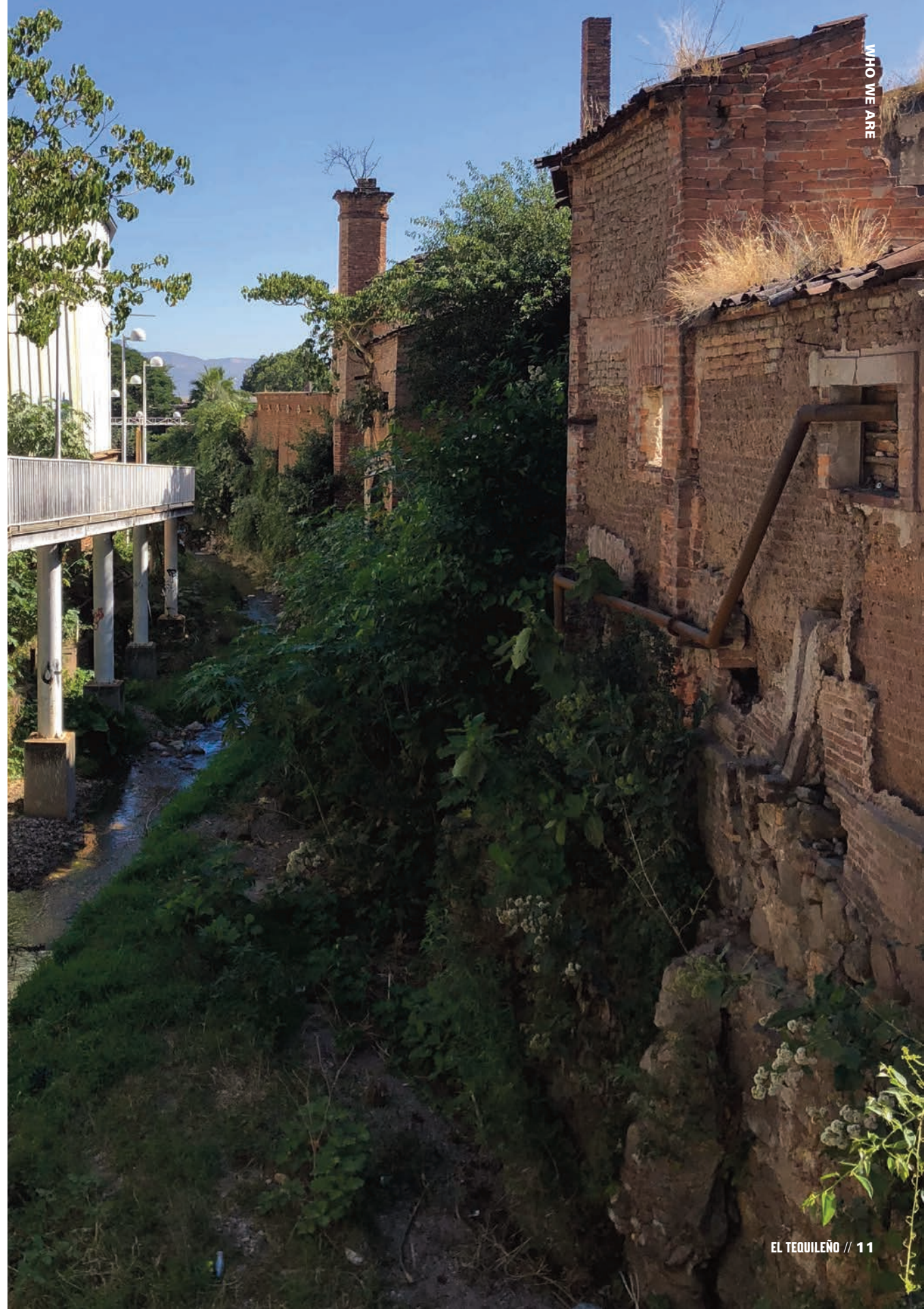
*Our Master Distiller,*  
Jorge Antonio (Tony) Salles, is the grandson of Don Jorge Salles Cuervo. Decades after its origin, the tradition of quality, integrity and authenticity continues under Tony's watchful eye, who's carrying on his grandfather's legacy.



## PLACE MATTERS.

*When it comes to making tequila  
we believe place is everything.*

El Tequileño is produced at “La Guarreña” distillery, located in the historic quarters of the town of Tequila, Jalisco. This magical town and the surrounding area became a UNESCO World Heritage site in 2006. This is where it all began! We started here and we remain here!





**NOM 1108.**

There are approximately 152 active distilleries that produce tequila. Each is assigned a 4-digit number called the Norma Oficial Mexicana (NOM) which is overseen by the Consejo Regulador del Tequila (CRT), a federal governing body that regulates and governs standards of the tequila industry. Assignment of a NOM number protects the integrity of the industry. Although there are over 3,000 different brands of tequila, El Tequileño is one of approximately ten brands that is exclusively produced at its own distillery. More importantly, no other tequila has ever been produced at our distillery.

**The NOM of our distillery is 1108.**

IT'S ALL  
IN THE  
NAME...  
OR  
SHOULD  
WE SAY  
NOM.





WE  
CRAFT OUR  
TEQUILA  
BY HAND +  
HEART...

LITERALLY.

MADE WITH PASSION.

Don Jorge Salles Cuervo is a descendant to the most renowned of the tequila families. His deep-rooted passion for quality and taste led him to the Highlands of Jalisco where Blue Weber Agave is naturally sweeter. He also knew the importance of water and need for rich minerals to distill a premium spirit. Don Jorge set on a quest to combine these critical elements and make them the cornerstones of El Tequileño.



### HIGHLAND AGAVE

We harvest only the finest Blue Weber Agave from the premium growing region, Los Altos de Jalisco, that is naturally sweeter, fruity and floral!



### VOLCANIC SPRING WATER

The cooked agave is pressed using mineral rich volcanic spring water from El Volcán de Tequila. These minerals, enhance the complex yet balanced flavor of El Tequileño.



### OPEN TANK FERMENTATION

The agave juice is fermented in open concrete vats that allow fermentation to be influenced by 150-year-old mango trees offering hints of tropical fruits in our tequilas.



### COPPER POT STILLS

All our tequilas are distilled exclusively in copper pot stills. We use this type of still since copper better removes unwanted impurities, resulting in a pure tequila that is full of character.



### AGING

All our tequilas are exposed to wood barrels to round out the taste and provide a long finish. Gran Tequilero, Antonio Salles ages each expression to perfection using a variety of wood types and barrel sizes.



## STAYING TRUE TO OUR ROOTS

We are a family with a passion to produce the best tequila we can make. We stay true to our traditions and our processes.





**PROTECTING OUR  
PLACE MATTERS.**

Our environment is key to our success, so we work hard to give back to it. We have our own compost site where 98% of our organic residuals from production are recycled to create a natural fertilizer used to enrich the next generation of agave.



We are leading the conservation efforts of the volcanic spring water from the Volcán de Tequila that runs outside our door.



# WHERE YOU ARE IS WHO YOU ARE.

## WE ARE ADDITIVE FREE.

El Tequileño is one of the first brands in the tequila industry confirmed 'Additive Free' in research conducted by Tequila Matchmaker. We are super transparent about our production process and craft tequila that is 'pure'. El Tequileño aroma, flavor, color, and intensity are natural and free of additives, which means that we do not add anything to our tequila that alters the taste, smell or appearance. Each expression, each bottle carefully crafted 'drop by drop' – no shortcuts.







The people of Tequila embraced El Tequileño from the beginning – so much so that it became the tequila of choice found in most households within 30 miles of the distillery. It even became (and remains) the signature choice at one of the oldest cantina's in Tequila – the world famous, La Capilla.

La Capilla bar. One of the oldest in Tequila, and one of the World's 50 Best Bar List.



**AUTHENTICITY CAN'T BE BOUGHT.  
IT JUST HAPPENS.**

In 1961, Don Javier chose El Tequileño Blanco as the preferred tequila for his famous La Batanga. The legend lives on today and worth a try.





**EXPERIENCING US IS TO  
EXPERIENCE PURE JOY.**

Whether you experience us at our Casa,  
or in your favorite local bar or club,  
or simply in your own personal sanctuary..  
we are worth spending time with.









## THE KEY IS COPPER.

All our tequilas are distilled exclusively in copper pot stills. We use this type of still since copper better removes unwanted impurities, resulting in a pure tequila that is full of character.

## OUR TEQUILAS

Whether you're a cocktail connoisseur or a sipping aficionado, there is an El Tequileño tequila waiting for you.



**BLANCO**  
A classic tequila. The foundation for a perfect cocktail.

**REPOSADO**  
A bartender's favorite. Tried and true. Flip, toss, pour.

**PLATINUM**  
An aged Platinum. Elegant and smooth. Sweet, soft, succulent.

**CRISTALINO**  
Charcoal filtered. Soft, silky and elegant.

**REPOSADO GRAN RESERVA**  
Rounded and robust. Sip, swish and savor.

**AÑEJO**  
Aged to perfection. Great depth and complexity.

**SASSENACH SELECT**  
Limited Edition  
The perfect marriage of American and French Oak.

**REPOSADO RARE**  
Limited Edition  
A rare find uncovered.

## BEHIND THE LABEL

When designing the label, we wanted to maintain as much authenticity, heritage and essence of the brand as possible. Each element is part of our story and pays homage to our founder and birthplace.

### COLORS

The colors are inspired by the water, terroir, copper pot stills, blue weber agave and our own mango trees.

### THE STORY

A creative introduction to the product, its origin and how "El Tek-eh-lane-yo" is pronounced.

### BOTTLE SHAPE

The new bottle shape was inspired by one of the first El Tequileño bottles produced and is embossed with the year "1959" to celebrate the year the company was founded.

### PAPER

The label is printed on a soft textured paper accentuating the products authenticity and quality.

### LOGO

The agave image retains the outline of the original logo in a modernized style to appeal to our market.

### SEAL

The JSC seal is our stamp of quality and authenticity reinforcing the brands history and roots.

### TECHNICAL INFO

The label includes detailed product notes including water source, distillation, agave and aging style.





**WE FIT IN AT  
ANY GATHERING.**

In your favorite cocktail  
or sipping neat, we are  
the perfect social partner.



## BLANCO

El Tequileño Blanco, a long-standing favorite that has won the hearts and minds of the people in the magical town of Tequila and the surrounding area. This historical tequila is the foundation for any perfect cocktail.

### PROCESS

100% Estate Grown Blue Agave – mellowed for 14 days in American Oak.

### AROMA

Cooked agave, herbal notes, delicate notes of anis and black pepper.

### TASTE

Sweet cooked agave.

### ENJOY

Best enjoyed in the famous "La Batanga" Cocktail (see [Tequileo.com](http://Tequileo.com)) or see our Grilled Pineapple Margarita below.

### Grilled Pineapple Margarita

2 parts El Tequileño Blanco tequila  
 ½ part Ancho Reyes Verde (poblano liqueur)  
 1.5 parts Pineapple Juice  
 ½ part Freshly Squeezed Lime Juice  
 8 chunks of Pineapple

1. Add all ingredients to shaker.
2. Shake with ice until ice cold.
3. Strain into a rocks glass over ice.

Garnish with a grilled pineapple on a stick, jalapeno slices & fresh mint.





## REPOSADO

El Tequileño Reposado is a 100% agave tequila that spends 3 months in American Oak. Its full agave flavor can be enjoyed by itself or mixed in a cocktail of your choice.

### PROCESS

100% Estate Grown Blue Agave – 3 months in American Oak.

### AROMA

Sweet tones of agave with hints of vanilla.

### TASTE

Cooked agave and a dry finish with hints of oak.

### ENJOY

Best enjoyed in a margarita, Paloma, or in any of your favorite tequila cocktails.

### Tequila Sour

2 parts El Tequileño Reposado  
1 part Freshly Squeezed Lemon Juice  
½ part Freshly Squeezed Lime Juice  
2 parts Agave Syrup  
1 Egg White  
3 Dashes Angostura Bitter

1. Add Tequila, Lemon Juice, Lime Juice, Agave Nectar, Angostura Bitters, and Egg White to the cocktail shaker (don't add ice).  
2. Shake vigorously for around 15 seconds.  
3. Add ice and shake cocktail for another 30 Seconds.  
4. Strain drink into a rocks glass.  
*Garnish with Lime wheel.*





## CRISTALINO

El Tequileño Cristalino Reposado tequila is aged for 4 months in American Oak and carefully charcoal filtered to produce a clear tequila that embodies delicate tropical fruits previously masked by the wood notes.

### PROCESS

100% Estate Grown Blue Agave – mellowed in American Oak.

### AROMA

Pineapple, mango, pear, and light vanilla.

### TASTE

Tropical fruits, mango, and light vanilla.

### ENJOY

Best enjoyed on the rocks, or in a tall Collins glass with ice and topped with soda.

### *Cristalino Colada*

2 parts El Tequileño Cristalino  
Top with Pineapple Milk Punch

1. Build in a highball glass over ice.  
Garnish with a thin pineapple spike.





## PLATINUM

El Tequileño Platinum is made from 100% Estate Grown Agave in the Highland of Jalisco. It can be enjoyed neat or as a great addition to any cocktail. Makes a phenomenal Margarita!

### PROCESS

100% Estate Grown Blue Agave – mellowed for 14 days in American Oak.

### AROMA

Cooked agave, herbal, delicate nuances of anise and black pepper.

### TASTE

Slight spiciness, savory with a delicate finish.

### ENJOY

Best enjoyed neat or on the rocks. Makes a phenomenal margarita.

### Last Word

- 1 parts El Tequileño platinum
- 2/3 parts Green Chartreuse Liqueur
- 2/3 parts Maraschino Liqueur
- 2/3 parts Freshly Squeezed Lime juice

1. Add all ingredients to shaker.
  2. Shake with ice until ice cold.
  3. Double strain into a rocks glass over ice.
- Garnish with a Marschino cherry & lime twist.





## REPOSADO GRAN RESERVA

El Tequileño Reposado Gran Reserva is an aged tequila blended with a small amount of Añejo. This is a perfectly balanced tequila with real character. A must for all!

### PROCESS

100% Estate Grown Blue Agave – aged for a minimum of 8 months in American Oak and blended with 18 month Añejo.

### AROMA

Banana, caramelized pear, nutmeg, vanilla and caramel.

### TASTE

Light oak, vanilla, spicy, toffee, macadamia nuts.

### ENJOY

Best enjoyed on the rocks, or in a Mexican Old Fashioned.

### *Mexican Rusty Nail*

2 parts El Tequileño Reposado Gran Reserva  
1 part Nixta corn Liqueur

1. Build in a rocks glass with a large ice cube.
2. Stir gently.





## AÑEJO

El Tequileño Añejo Gran Reserva is aged to perfection in American & French oak; this is the perfect marriage of our finest Añejos and exclusive Reserve Extra Añejos giving this tequila great depth and complexity.

### PROCESS

100% Estate Grown Blue Agave – aged for a minimum of 18 months in American Oak and blended with Extra Añejo for long finish.

### AROMA

Oak, vanilla, Orange, Cooked Agave.

### TASTE

Sweet oak, vanilla, cooked agave, sweet spices, orange, dried fruit, caramel.

### ENJOY

It is best enjoyed neat or in a specialized tequila glass.

### *Añejo Gran Reserva*

2 parts El Tequileño Añejo Gran Reserva.  
Served neat.





## SASSENACH SELECT

Master Distiller Antonio Salles and The Sassenach Spirits founder Sam Heughan share their passion and cultures to create a small-batch limited-edition aged tequila. This award-winning tequila was first aged in American Oak pipones and then finished in French Oak barrels creating an exceptional tequila with unparalleled taste.

### PROCESS

100% Blue Weber Agave aged 2 years in American Oak and finished 4 months in French Oak.

### AROMA

Rich cooked agave, vanilla, light caramel and citrus.

### TASTE

Caramel popcorn, light toasty oak, sweet spices, cooked agave and herbal notes on the palate.

### ENJOY

Best enjoyed neat or on the rocks.

### *Sassenach*

2 parts El Tequileño Sassenach Select.  
Served neat.





## REPOSADO RARE

The world's first and only Reposado Rare is an exclusive limited release offering. This exquisite tequila is matured in a slow unique manner by using a large American Oak barrel, for 6 years.

### PROCESS

100% Estate Grown Blue Agave – combined with mineral rich water from El Volcan de Tequila and distilled in copper stills.

### AROMA

Vanilla, honey, subtle touch of black pepper, cooked agave.

### TASTE

Marzipan, light spiciness with notes of sweet agave and oak.

### ENJOY

It is best enjoyed neat, in a specialized tequila glass.

### *Reposado Rare*

2 parts El Tequileño Reposado Rare.  
Served neat.





LIFE  
IS ALL  
ABOUT  
AUTHENTIC  
EXPERI-  
ENCES.





# HISTORY AND LUXURY...

El Tequileño has created an exclusive destination retreat on the scenic grounds adjacent to our working distillery in the town of Tequila. Inviting, hospitable and charming, Casa Salles Hotel Boutique offers the perfect home base for guests to choose their own adventure.

From exploring the blue-gold land that rises from the foot of the Rio Grande Canyon to a unique curated experience at the El Tequileño distillery, the property offers something for everyone. Stay with us and enjoy the ultimate tequila experience.





Enjoy a tour with one of our expert Tequileros and learn the full process of creating “*Mexico's Best Kept Secret*”, El Tequileño. Guests will learn about the history, our unique production process and experience firsthand the passion that goes into making every drop of El Tequileño.

## TASTE US.

Our tasting room is part of our distillery so when you visit us you get to taste our tequila, right where it is crafted.



# WE BELIEVE IN INTEGRITY AND DREAMING BIG.

*The power of belief can move mountains. It can turn dreams into plans and plans into reality. And in our case, it turned the dream of making a quality, craft tequila into a drink we are truly proud of.*







TEQUILA

EL TEQUILEÑO

MEXICO'S BEST KEPT SECRET

TEQUILENO.COM