

TEQUILA

ELTEQUILEÑO®



PRODUCTO DE MEXICO

PRODUCTO DE MEXICO



TEQUILA

ELTEQUILEÑO

PLATINUM

BLANCO

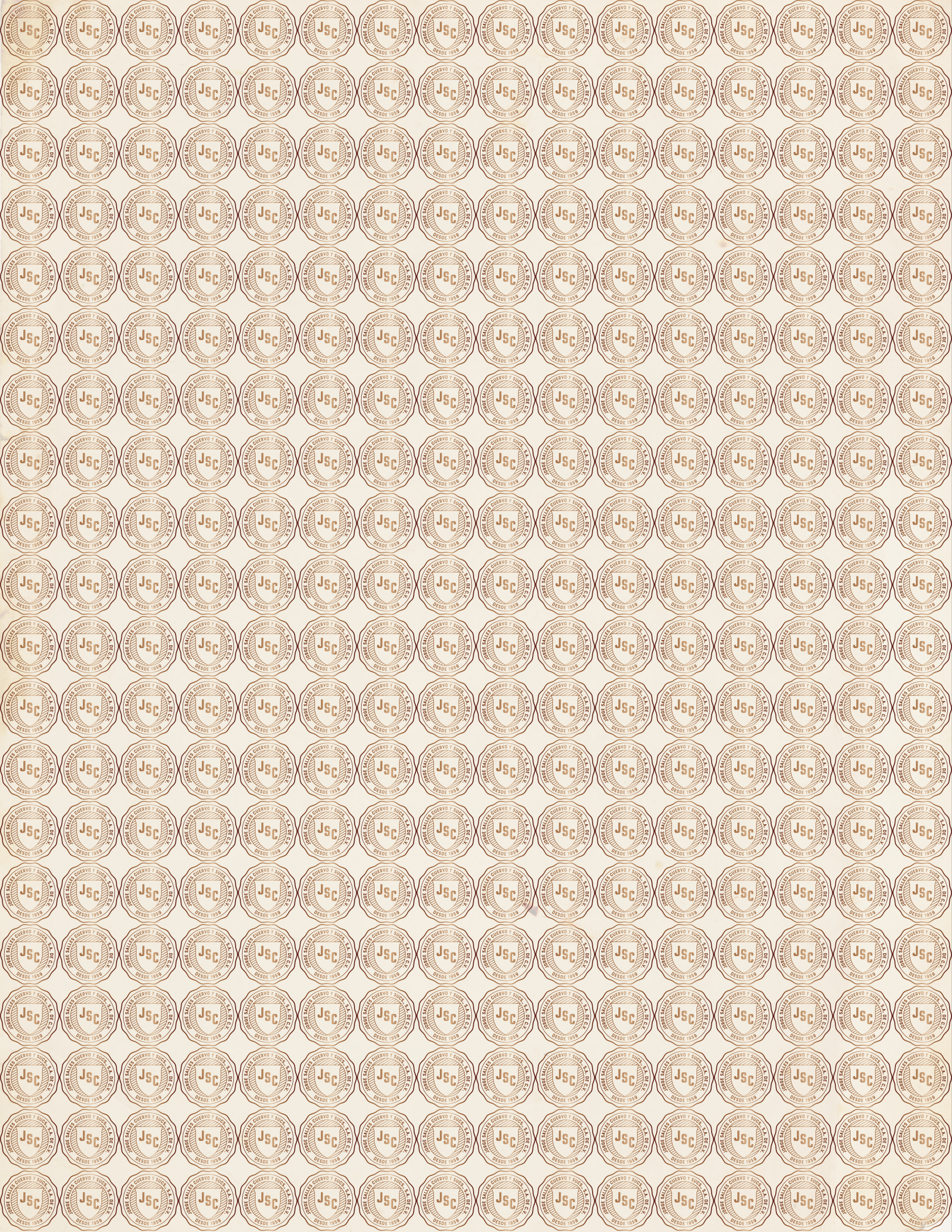
*Agua del
Valle de Tequila*

*Alambiques
de Cobre*

*100%
Agave*

*Sin azúcares ni
Radic Artificiales*

CONT. NET. 750 ml 38% Alc. Vol.



TEQUILA

EL TEQUILEÑO

MEXICO'S BEST KEPT SECRET



MADE IN TEQUILA SINCE 1959

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



CONTENTS //

8 // Our Story



13 // Our Process



18 // Our Tequilas



Staying True

To ensure we are staying true to our authentic roots, we have created a detailed brand book that talks about our history and story, our culture, the tone of our voice, and the aesthetic details. It is important when representing our brand to be true to who we are.

24 // The Experience:
Tastings + Cocktails



30 // Our Place



32 // Brand Guidelines





Bienvenido a Tequileño





A RICH HERITAGE

El Tequileño was founded in 1959 by legendary tequila industry pioneer Don Jorge Salles Cuervo. He had been producing tequila for Cuervo since 1941. On New Years Day 1959, he launched his own brand of tequila and eloquently named it “El Tequileño” to pay homage to the town and its spirited culture. El Tequileño quickly gained brand prominence in the state of Jalisco, dedicated to delivering quality and prestigious tequila to even the most demanding of palates.

El Tequileño /El Tek-eh-lane-yo/
[def]: *denotes a person born or being from the town of Tequila.*

From the beginning, Don Jorge Salles Cuervo focused his quest to combine the naturally sweeter agave from the Highlands with the mineral rich volcanic spring water straight from el Volcán de Tequila. Our history, family and traditions matter. Our Master Distiller Tony is the grandson of Don Jorge Salles Cuervo. He prides himself in carrying on his grandfather’s legacy with every drop a celebration of passion and heritage.





El Trapiche

We believe place matters.

Place is what truly defines who we are
and where we belong.

The dirt and water beneath our feet is
rich with stories, with dreams, with gifts.

This place has given us purpose.

We have learned from it, honored it
and are committed to crafting the finest
tequila from it. For El Tequileño place
matters, and this is the place
we call home.



PROTECTING OUR ENVIRONMENT

Our environment is key to our success so we work hard to give back to it. 98% of our distillery residuals in production are recycled and turned into natural fertilizer for our next generation of agave. We have our own compost site where agave fibers from the grinding process are decomposed to create a natural fertilizer which we then use to enrich our agave fields in the Highlands of Jalisco. We are leading the conservation of volcanic spring water from the Volcán de Tequila that runs outside our door.



Made with Passion

WE'RE REAL

We are a genuine brand. Literally! We are one of only 8 distilleries that produce our own tequila. Truly authentic. No imitations.

Why does this matter? El Tequileño is crafted using pure natural volcanic spring water and the ripest agave from the Highlands of Jalisco. The resulting sweet nectar is fermented with yeast influenced by our 150-year-old mango trees and distilled in copper pot stills to produce an exceptionally smooth and full bodied tequila.

NOM
1108



Our history cannot be bought. It cannot be made up. It's the stuff legends are made of. A family with a passion to make the best tequila we can make. One that never changes and always delivers. It's like a friend you can always count on. Unwavering.



NOT FOR THE FAINT OF HEART.

We've been the house pour at the world famous La Capilla Cantina since 1961. We are **THE** tequila in their renowned cocktail La Batanga, a drink so authentic it is cut with a knife.





Our Tequilas

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



OUR TEQUILAS //



//



//



//



//



//



//



//

PREMIUM
El Tequileño Blanco
A classic tequila. The foundation for a perfect cocktail.

PREMIUM
El Tequileño Reposado
A bartender's favorite. Tried and true. Flip, toss, pour.

ULTRA PREMIUM
El Tequileño Platinum
An aged Plata. Elegant and smooth. Sweet, soft, succulent.

ULTRA PREMIUM
El Tequileño Reposado Gran Reserva
Smooth as silk. Sip, swish, savor.

ULTRA PREMIUM
El Tequileño Cristalino
the crown jewel of Cristalinos - balanced, fruity, full bodied

ULTRA PREMIUM
El Tequileño Añejo
Aged to perfection - rich, complex, delicious

ULTRA PREMIUM
El Tequileño Reposado Rare
A rare find uncovered. Limited edition.



THE WORLD'S FIRST REPOSADO RARE

In 2012, Antonio and Tony Salles began to make a reposado which was to be aged over a year in a Pipón (large format barrel) to prevent the wood from overpowering the agave notes. The original plan was to rest it for 15 months. In 2018, the distillery started renovations and Pipón #7 was discovered. When Antonio first tasted its contents he knew this was no ordinary reposado. The intervening 6 years of undisturbed rest had created a tequila of amazing complexity and exceptional depth. Something rare indeed and deserving of being shared with the world!

BEHIND THE LABEL.

In designing the label we wanted to maintain the authenticity, heritage, and essence of the brand. We designed each label element so that it tells the story of El Tequileño and pays homage to our founder and birthplace.

THE STORY

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

COLORS

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

BOTTLE SHAPE

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

LOGO

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

PAPER

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

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.





HOW TO DRINK EL TEQUILEÑO.

Getting liquid to lips is crucial. We want people to try El Tequileño and love it so much they want to try it again and again! We will outline two ways of leading a tasting. Use the formal one when the audience requires technical information and the informal one when you have limited time or when your audience requires something simple.

THE EL TEQUILEÑO EXPERIENCE // TASTINGS

TIPS BEFORE YOU BEGIN

Taste and smell are extremely subjective. There are no right or wrong answers as it all comes down to personal taste. When conducting a tasting, it is important that you respect everyone's comments and remember that there is a tequila for everyone.

DO NOT Taste in a shot glass, or plastic glass.

Much of the pleasure of drinking a fine tequila derives from the aromas. Whenever possible use a Riedel Tequila glass or an ISO tasting glass. A large snifter or wine glass can also be used. Encourage your audience to sip never shoot.

DO NOT Offer more than 6 tequilas at a time.

In order to give the best experience of each tequila, we recommend only offering 6 or less tequilas during a tasting.

DO offer your guests a way to reset their senses by encouraging them to:

- Drink plenty of water in between tequilas.
- Reset their senses by smelling the inside of their wrist.
- Consume plain crackers, bread or warm corn tortillas in between sips.

DO Taste at room temperature.

Cold temperatures will subdue the aromas of our tequila. When tasting outside of a cocktail, always serve at room temperature.

We recommend using this order when tasting El Tequileño:

1. El Tequileño Platinum
2. El Tequileño Reposado Gran Reserva
3. El Tequileño Añejo Gran Reserva
4. El Tequileño Reposado Rare (When appropriate)

INFORMAL TASTING (5 MIN)

VISUAL APPEARANCE AND INTERACTIVE ACTIVITY

STEP 1

- Asses the clarity of the tequila. Is it bright? Or dull and cloudy?
- Swirl the glass and assess how quickly or slowly the tears fall inside the glass.
- Pour a few drops of Platinum into the inside of your palm.
- Vigorously rub your hands together until it completely evaporates.
- Cup your hands and bring them and inch or two from your face and inhale.
- What do you smell? Those sweet aromas are what cooked agave smells like.

TASTE

STEP 2

- Before you taste inhale away from the glass.
- Take a small sip of the tequila and swirl to rinse mouth and prep taste buds
- Spit or swallow tequila and immediately exhale to push out alcohol vapors
- Now for the real taste, inhale away from glass again and take a sip moving alcohol to the middle or the back of your mouth avoiding the tip of your tongue.
- While the tequila is on your mouth exhale gently through your nose and examine flavors.
- Once tequila is swallowed, immediately exhale to push out alcohol vapors. Now examine length and finish of tequila.

FORMAL TASTING (15 - 20 MINS)

VISUAL APPEARANCE

STEP 1:

Pick up the glass and asses the clarity of the tequila.
 • Is it bright? Or dull and cloudy?

STEP 2:

Swirl the glass and asses how quickly or slowly the tears fall inside the glass.
 • Are they thin or thick? Very thick tears can be caused by added sugar. Tears that are too thin can be an indicator of a tequila not having any richness or body.

NOSE / AROMA

Some important facts about smell and taste:

- Taste and smell are linked senses.
- Our sense of smell is 10,000 times more powerful than our sense of taste.
- Our sense of taste can only perceive Sweet, Salt, Sour, Bitter, Umami (savory).
- Flavor happens in the nose. Flavors are aromatic compounds that we evaluate with our noses (our palates). The aromatic compounds pass across the palate which sends signals to the brain for evaluation, which in turn sends signals to the tongue for confirmation that the texture agrees with the flavor (aromatics).

STEP 3:

Part your lips slightly, hold the glasses 3 inches from your nose. Slowly introduce the glass to your nose and gently inhale.

STEP 4:

Asses the bouquet – and have your audience describe the aromatics.

- How does the alcohol smell? Is it the first thing you perceive?
- A well distilled tequila should always push the aromatics forward.
- Do not over complicate your descriptors. Most consumers are not very knowledgeable and can be overwhelmed.

TASTE

STEP 5:

Before you taste, rinse your mouth with a sip of the tequila you are about to taste. This is important so that the mouth is free from any other influences. Spit.

STEP 6:

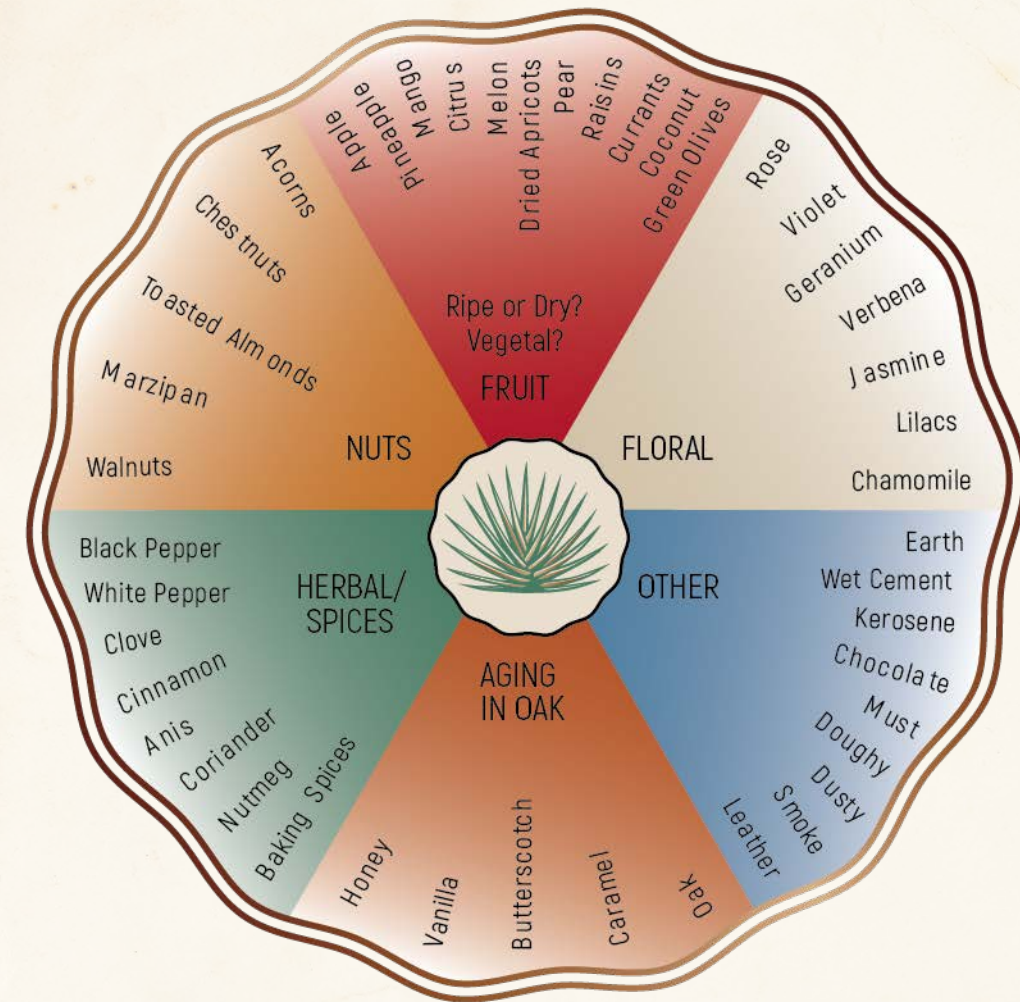
Take a second sip and move the alcohol to the middle or the back of your mouth avoiding the tip of your tongue. (we taste sweetness on the tip of our tongue and moving it towards the back will allow us to avoid the heat of the alcohols impact).

STEP 7:

While the tequila is on your mouth exhale gently through your nose and examine the flavors present in your palate, consider the texture and the mouth-feel.

STEP 8:

Discuss the finish.



TASTE / MOUTH FEEL

EL TEQUILEÑO BLANCO	Herbal / Spices, Floral
EL TEQUILEÑO REPOSADO	Nuts, Aging in Oak, Fruit
EL TEQUILEÑO PLATINUM.....	Herbal / Spices, Floral
EL TEQUILEÑO REPOSADO GRAN RESERVA	Nuts, Aging in Oak, Fruit
EL TEQUILEÑO CRISTALINO	Herbal / Spices, Floral, Other
EL TEQUILEÑO AÑEJO	Nuts, Aging in Oak, Fruit
EL TEQUILEÑO REPOSADO RARE	Herbal / Spices, Nuts, Aging in Oak, Other



OUR SIGNATURE COCKTAIL LA BATANGA

1.5 oz El Tequileño Blanco
1/4 oz Lime Juice
Mexican Cola

1. Coat the rim of a highball glass with coarse sea salt
2. Fill the glass with cubed ice
3. Add El Tequileño Blanco and fresh lime juice
4. Top with Mexican Cola, stir with a knife.

The first recorded El Tequileño cocktail dates back to the early 1960's and was created less than a mile away from our distillery.

THE HISTORY OF "LA BATANGA"

The creator of this cocktail is Don Javier, the owner of La Capilla a cantina that for decades has been visited by bartenders, master distillers, tequila aficionados and countless tourists from around the world.

La Batanga is a simple recipe consisting of El Tequileño Blanco, Coca Cola, half a lime and is stirred with a knife.

It was given the name because Don Javier, while bartending for some friends and customers, ran out of glasses. He told his customers, "I am out of glasses I am going to the market to buy more." As they were out of "tube" glasses (the type of glass he normally used) he found a squatter, wider type of glass and bought those. He returned to the bar and said "they were out of "tubes" but they had "batangas". His friends laughed

as he showed them the glass. They knew he named the glass in honor of his compadre, Batanga, who was short, stocky and always a bit drunk. He was given the nickname because in the Philippines there is a canoe that is short and called Batanga. Like the Batanga his "compadre" was short, as wide as a canoe and always "in the agua". He used the glasses to make his signature recipe, stirred it with a knife, and the rest is history.

Today the Capilla has made it to the list of top Worlds Best Bars and bartenders from around the world have enjoyed a Batanga, always made with El Tequileño Blanco.

In the US market we will follow the same recipe but make it with El Tequileño Platinum and will offer it at every trade event and sample it during staff trainings. Always refer to it as LA BATANGA in print or on menus.



PALOMA TEQUILEÑO

2 oz El Tequileño Gran Reserva Reposado
2 oz Fresh Ruby Red Grapefruit
0.5 oz Simple Syrup
0.25 oz Fresh Lime Juice
Soda Water
Salt + Cinnamon

1. Rim a highball glass with a mixture of salt and cinnamon
2. Fill with ice
3. Add all ingredients and stir
4. Garnish with a half-moon grapefruit slice



EL DRAGON ROSADO

2 parts El Tequileño Platinum
1 part Lime Juice
1 part Agave Nectar
1 Pink Dragon Fruit
Cup of Ice

1. Blend the passion fruit along with the lime juice, agave nectar
2. Add El Tequileño Platinum Tequila and ice to blender
3. Serve in a salt rimmed rock glass
4. Garnish with mint sprig



CASA SALLES

HOTEL BOUTIQUE · TEQUILA, MÉXICO

by Tequila

Our boutique hotel Casa Salles offers a unique and unforgettable tequila experience for guests, industry members and tequila aficionados! Located on the scenic grounds adjacent to our working distillery in the town of Tequila, Casa Salles is home to a picturesque banquet facility, a world class restaurant and our very own Reposado Spa and pool sanctuary.





Brand Identity

A solid brand structure
with a lasting impact.

All brand elements outlined in our brand identity are included on our distributor portal at tequileo.com/distributorportal using the password "Mexico"

EL TEQUILEÑO LOGO //

OUR MASTER LOGO

The wordmark, in combination with the agave graphic, is our corporate mark.

It is to be used primarily on our packaging. This includes boxes, cartons, and bottle labels. It can also be used on signage.

There are two color options as shown here. Application recommendations are included.

Please follow the space guidelines as shown on page 54.



This mark can be used in a four color (CMYK), RGB or Pantone application where foiling is not available or permitted. The foiling is applied to the word "Tequila" and to the line detail within the wordmark El Tequileño.



The gold version of our master logo is reserved for our Reposado Rare collection. It can also be utilized for limited edition runs when available.

Permission for this variation is required.

EL TEQUILEÑO LOGO VARIATIONS //

BLACK AND WHITE OPTIONS:

OUR MASTER LOGO + WORDMARK

As per recommendations on previous page for application use, these options can be used where black and white is the only option available.

Please follow the space guidelines as shown on page 54.



OUR WORDMARK

The wordmark is our primary logo. Its' applications can include marketing and communication items, stationery, promotions, advertisements and swag.

There are three colorways shown here. See application recommendations. Color is not to be altered.

Please follow the space guidelines as shown on page 54.



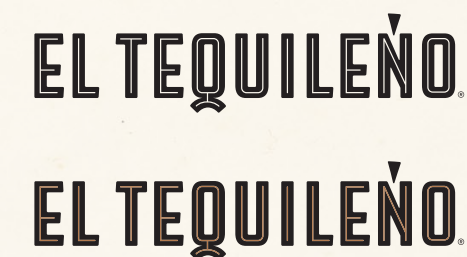
Primary Wordmark – our preference. If backgrounds are too dark for the logo to stand out then use secondary choice. Can be used in both CMYK and Pantone applications including foil.



Secondary Wordmark – our black and white option.

HORIZONTAL OPTIONS:

To be used ONLY where there are space constraints and our recommended space guidelines (page 54) cannot be adhered to.



REVERSE OPTIONS:

To be used ONLY where there are space constraints and our recommended space guidelines (page 54) cannot be adhered to.



EL TEQUILEÑO LOGO PLACEMENT //

MINIMUM SIZE

The wordmark with agave should be no less than 1" square. Wherever possible, it should be produced in color. Black and white is acceptable when this is the only option.



CLEAR SPACE

Clear space around all four edges is equal to the height of the word "El Tequileño".



Equal to the height of the letter "E". More is acceptable.

PLACEMENT

When printing, the logo should be centered where possible at a set height from the bottom equal to two "E" heights.



INCORRECT USE OF THE EL TEQUILEÑO LOGO //

OUR MASTER LOGO

Never alter the size or color relationship of our master logo. Use as seen on page 52.



Plus: Never change the spatial relationship of the master wordmark and agave graphic.

MINIMUM SIZE

The wordmark (without agave) should be no less than 1" square. Wherever possible, it should be produced in color. Black and white is acceptable.



CLEAR SPACE

Clear space around all four edges is equal to the height of the word "El Tequileño".



PLACEMENT

When printing, the logo should be centered where possible at a set height from the bottom equal to one "E" heights.



OUR WORDMARK

Never use an alternate color to represent our wordmark. If only one color is available, always use black.



SINGLE LINE LOGO

Never use the single line logo in body text. Never use this single line logo variation in combination with the agave graphic.



EL TEQUILEÑO TILDE //

HISTORIC LOGOS

The use of our historic logos are reserved for very specific occasions. Do not use this logo without permission.



THE "TILDE" IN OUR NAME EL TEQUILEÑO.

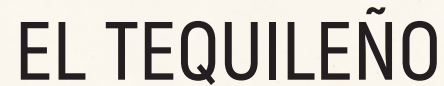
When referring to "El Tequileño" you must always include the "tilde" over the "n". This is a glyph and available in your typography editing options.

Why the "Tilde"?

The consonant ñ gives the Spanish alphabet one more letter than the English alphabet. When you see a wiggly line – called a tilde (teel-deh) – on top of the letter n that looks like ñ, use the ny sound that you use for the English word "canyon" or in Spanish as in "señor".

We used a "stylized" version of the tilde in our logo. We are unique after all!

The tilde is available in your typography editing under "glyphs".



GRADIENT LINE

Only one color as shown, size can vary.



EL TEQUILEÑO BRAND ASSETS //

AGAVE GRAPHIC

Two color or black and white, not to be used in any other colorways except as a texture, varnish or foil embellishment.



The agave graphic can be used on its own as a highlight graphic – at a minimum size of 1/2" wide.

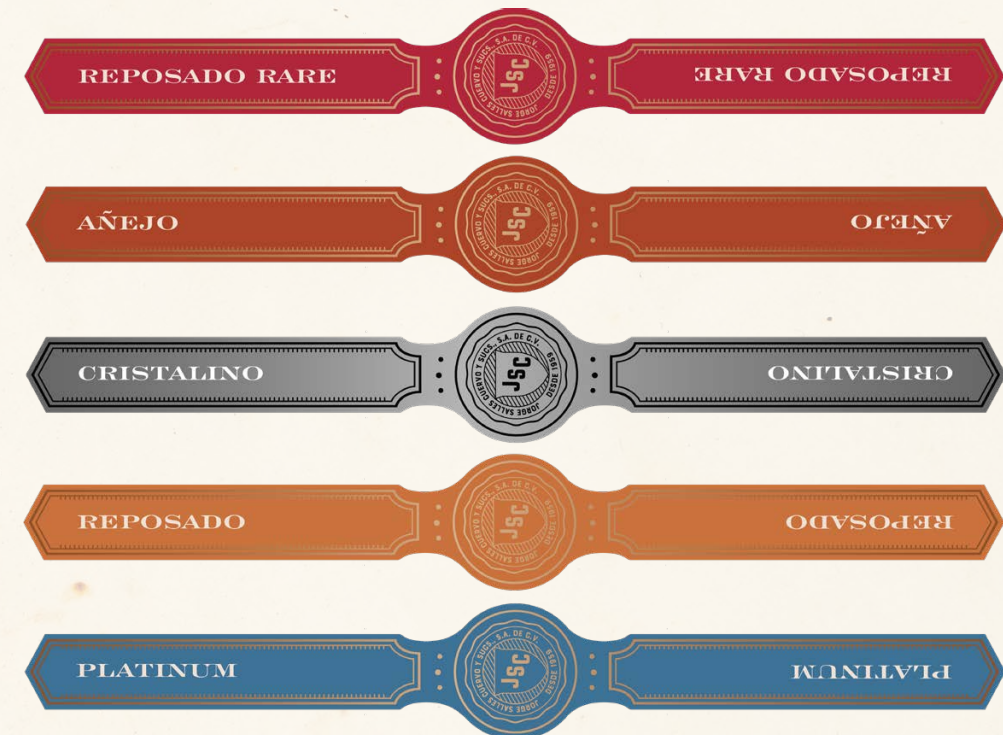
SEAL

Gradient foil, black or white for dark backgrounds. Not to be used in any other colors.



BOTTLE RIBBONS

The green version is to be used for general call to actions or to highlight a key message. The others are to be used with their respective Tequilas.

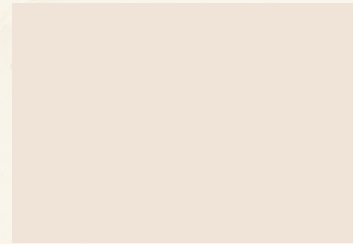


COLOR PALETTE //

NEUTRALS

The neutrals are our base colors for applications such as packaging, backgrounds for labels and signage.

PMS 9226 U // CREAM



RGB: 240, 228, 215
HEX: F0E4D7

PMS BLACK 6 U // BLACK



RGB: 76, 78, 86
HEX: 4C4E56
CMYK COATED: 100, 79, 44, 93
CMYK UNCOATED: 86, 69, 43, 55

PMS 7724 U // GREEN



RGB: 78, 155, 128
HEX: 4E9B80
CMYK COATED: 82, 0, 67, 11
CMYK UNCOATED: 75, 0, 58, 9

Our agave green is used to represent the agave plant, and EL TEQUILEÑO BLANCO.

PMS 7564 U // YELLOW



RGB: 222, 152, 88
HEX: DE9858
CMYK COATED: 0, 45, 100, 4
CMYK UNCOATED: 0, 36, 84, 7

Our golden yellow is the primary color we use to represent EL TEQUILEÑO REPOSADO.

PMS 2390 U // BLUE



RGB: 82, 132, 170
HEX: 5284AA
CMYK COATED: 86, 31, 11, 5
CMYK UNCOATED: 78, 38, 15, 0

Our ocean blue is the primary color we use to represent EL TEQUILEÑO PLATINUM.

COLOR PALETTE //

PMS 2020 U // ORANGE



RGB: 200, 113, 61
HEX: C8713D
CMYK COATED: 7, 58, 100, 30
CMYK UNCOATED: 0, 56, 100, 12

Our warm, earthy orange is used to represent EL TEQUILEÑO REPOSADO GRAN RESERVA.

PMS 484 U // WARM RED



RGB: 160, 91, 78
HEX: 9A3324
CMYK COATED: 1, 90, 92, 33
CMYK UNCOATED: 2, 80, 95, 29

Our warm red is the color we use to represent EL TEQUILEÑO AÑEJO.

PANTONE 877 C // METALLIC



RGB: 141, 144, 147
HEX: 8D9093
CMYK COATED: 45, 34, 34, 0
CMYK UNCOATED: 10, 6, 7, 21

This metallic silver is the color we use to represent EL TEQUILEÑO CRISTALINO.

PMS 200 C AND 201 C // RED



SPECIAL MATCH RED -- BETWEEN PMS 200 C & 201 C (NOTE: PLEASE MATCH TO THE COATED CHIP)

RGB: 160, 91, 78
HEX: C12637
CMYK COATED: 0, 100, 76, 13
CMYK UNCOATED: 0, 100, 66, 11

Our red is primarily used to represent EL TEQUILEÑO REPOSADO RARE.

PMS 7512 U // TAN



RGB: 160, 94, 79
HEX: 986B47
CMYK COATED: 14, 49, 67, 27
CMYK UNCOATED: 2, 80, 95, 29

The Tan is an alternative when the Copper Kettle Foil is not an option or available. We also use this color for the tequila information on our bottle labels and neck label script.

FOILS



API "COPPER KETTLE"
Used for our regular EL TEQUILEÑO logo.



BRIGHT GOLD
Used for our EL TEQUILEÑO REPOSADO RARE label.

TYPOGRAPHY //

These fonts have been selected to be used in all our communications. They clearly communicate our personality, our history and our strength as a brand.

REGULAR FONTS

BOURTON BASE

ABCDEFGH 123

For Headers, Headlines, Subheads, and Signage. Font used in our tagline "Mexico's best kept secret"

PAG UNIVERSAL

ABCDEFGH 123

Alternative for signage.

AKROBAT REGULAR

ABCDEFGH 123

For Subheads, small Taglines. Always use as ALL CAPS.

UNIVERS 57 Condensed

ABCDefgh 123

San Serif for body copy, ingredients etc.
Can be used in upper and lower case.

UNIVERS 67 Condensed

ABCDefgh 123

San Serif for body copy emphasis in both roman and italic.

AKROBAT SEMIBOLD

ABCDEFGH 123

For Subheads, small Taglines. Always use as ALL CAPS.

UNIVERS 57 Condensed Italic

ABCDefgh 123

San Serif for body copy, ingredients etc.
Can be used in upper and lower case.

UNIVERS 67 Condensed

ABCDefgh 123

TYPOGRAPHY //

The following typefaces have been selected to represent our brand. These are our decorative fonts. Their applications are very specific and not to be used in any other ways.

DECORATIVE FONTS

ENGRAVER'S ROMAN BT BOLD

ABCDEFGH 123

This font is to be used as our "tequila label" font. For example: El Tequileño Añejo shown as: Añejo
It is always tracked by 10pts.

HISTORICAL FELL TYPE

ABCDEFGH 123

This font is used to tell our story. It is used on the our labels, particularly the back.
It is to be used very minimally and only when it relates to our story.

Engraver's Roman BT Bold

Is to be used in the green bottle ribbon as a call to action.
 – it is also our font when referring to our tagline “Mexico’s Best Kept Secret”.



Bourton Base +
 Univers 57 Condensed

Used here to illustrate both a header (in Bourton Base) and body copy (in Univers 57 Condensed).

Historical Fell Type

Only to be used in short introductions when specifically talking about the El Tequileño story. This is for highlight and emphasis only.

Univers 67 Condensed
 Bold Italic

Used for highlighting a line or word in the body copy.

All of our brand elements are available for download on our distributor portal at tequileno.com/distributorportal using the password “Mexico”

POSTCARDS + RECIPE CARDS

Content to be replaced as needed.



SELL SHEETS

TEQUILA ELTEQUILEÑO
MEXICO'S BEST KEPT SECRET

EVERY DROP - A CELEBRATION OF PASSION AND HERITAGE...

Named in honor of the people of Tequila, El Tequileño was founded in 1939 by Don Jorge Salles Cuervo with a vision to create only the finest tequila. Sixty years later, El Tequileño is made in the same place using the same recipe by the grandson of Don Jorge.



2018 GOLD MEDAL WINNER



2018 SILVER MEDAL WINNER

EL TEQUILEÑO PLATINUM

Aroma: Cooked agave, herbal, delicate nuances of anís and black pepper.

Taste: Slight spiciness, savory with a delicate finish.

Enjoy: Neat or on the rocks. Makes a phenomenal margarita.

EL TEQUILEÑO REPOSADO GRAN RESERVA

Aroma: Ilanana, caramelized pear, nutmeg, vanilla and caramel.

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

Enjoy: On the rocks, or in a Mexican Old Fashioned.

BORN IN THE HIGHLANDS... MADE IN THE TOWN OF TEQUILA

From the beginning, Don Jorge Salles Cuervo focused his quest to create the finest tequila through combining the naturally sweeter Blue Agave from the Highlands of Jalisco with the mineral rich volcanic spring water straight from El Volcán de Tequila.

AGED FOR SMOOTHNESS -

All of our tequilas are aged in a variety of different sized barrels to produce tequilas with real character and a soft finish. Our Platinum tequila is mellowed for 14 days in American Oak while our Reposado Gran Reserva is a blend of 8 months in American Oak combined with some of our Reserve Añejo tequilas.

GREAT TASTE • REDUCED WASTE -

El Tequileño takes pride in our sustainability efforts. 98% of our distillery residue from production are recycled and turned into natural fertilizer for our next generation of agaves.

PROCESADO Y BOTELLADO POR JORGE SALLES CUERVO Y SUCESORES, S.A DE CV LEONARDO VALLE LOPEZ, CENTRO, CP 46100 BAHUACHILAN, JALISCO, MEXICO. IMPORTED BY FINEST STREET IMPORTS, MIAMI, FLORIDA. © Tequileño is a registered trademark of JSC. All rights reserved.

f @#TEQUILENO VISIT OUR FAMILIA AT TEQUILENO.COM

TEQUILA ELTEQUILEÑO

CASA SALLES
HOUSE OF AGAVE • TEQUILA, MEXICO

A HISTORIC TEQUILA EXPERIENCE -

Casa Salles is an exclusive destination retreat located within scenic grounds adjacent to a working distillery in the town of Tequila. Casa Salles 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.

PLACE MATTERS -

60 years ago, Don Jorge Salles Cuervo began producing tequila in the picturesque La Guarraña distillery in the magical town of Tequila, in the state of Jalisco, Mexico. The people of Tequila embraced El Tequileño and it remains the signature choice at one of the oldest cantinas in Tequila - the world famous La Capilla.




EL TEQUILEÑO PLATINUM

750mL

BOTTLES PER CASE

6

EL TEQUILEÑO REPOSADO GRAN RESERVA

750mL

BOTTLES PER CASE

6

PROCESADO Y BOTELLADO POR JORGE SALLES CUERVO Y SUCESORES, S.A DE CV LEONARDO VALLE LOPEZ, CENTRO, CP 46100 BAHUACHILAN, JALISCO, MEXICO. IMPORTED BY FINEST STREET IMPORTS, MIAMI, FLORIDA. © Tequileño is a registered trademark of JSC. All rights reserved.

PHOTOGRAPHY GUIDELINES //



WE'RE AN EXPERIENCE!

OUR TEQUILA IS ROOTED IN OUR STORIES.

From our legacy in the town of Tequila - the stories garnered over generations of gathering in the La Capilla bar.

• The cocktails crafted with passion and care.

Our photos need to exude passion and care.

63. EL TEQUILEÑO // Brand Identity 63

PHOTOGRAPHY GUIDELINES //

WE ARE AUTHENTIC!

WE AREN'T SHINY. WE'RE GRITTY! WE HAVE TONS OF PERSONALITY.

Our images are also full of personality. We are a tequila that brings smiles to faces. We're real, accessible and versatile. From the homegrown connoisseurs to those with the most discerning tastes, we exceed for all.

Our photos need to reflect this.



WE ARE ROOTED IN PLACE!

OUR HISTORY, OUR HERITAGE, OUR PLACE IS KEY IN DEFINING WHO WE ARE.

Where ever possible, we celebrate our roots. We're proud to be from the birthplace of tequila - in the town of Tequila - and like to show that often.

Our photos need to reflect this.



64. EL TEQUILEÑO // Brand Identity

BOTTLE LABELS

EL TEQUILEÑO REPOSADO

United States version shown here. Also available for Canada and Mexico.





TEQUILA ELTEQUILEÑO
REPOSADO
GRAN RESERVA

100% Agave
Copper Still
100% Agave
Aged in American Oak

750ml x 93mm



EL TEQUILEÑO
MADE IN TEQUILA SINCE 1939

100% AGAVE
COPPER STILL
100% AGAVE
AGED IN AMERICAN OAK

REPOSADO

62. EL TEQUILEÑO // Brand Identity





TEQUILA ELTEQUILEÑO
100% AGAVE
REPOSADO RARE
AGED SIX YEARS IN AMERICAN OAK

750ml x 93mm



EL TEQUILEÑO REPOSADO RARE

100% AGAVE
COPPER STILL
100% AGAVE
AGED IN AMERICAN OAK

REPOSADO RARE

EL TEQUILEÑO // Brand Identity 64

PHOTOGRAPHY GUIDELINES //



WE STAND STRONG!

WE'RE INDEPENDENT. WE DON'T FOLLOW TRENDS. WE STAND ON OUR OWN.

We're not a studio tequila. We don't need a high-gloss background and slick haircut. We need to just be ourselves. We guarantee we will shine.

Our photos need to show our strength.



WE'RE CRAFTED. NATURALLY.

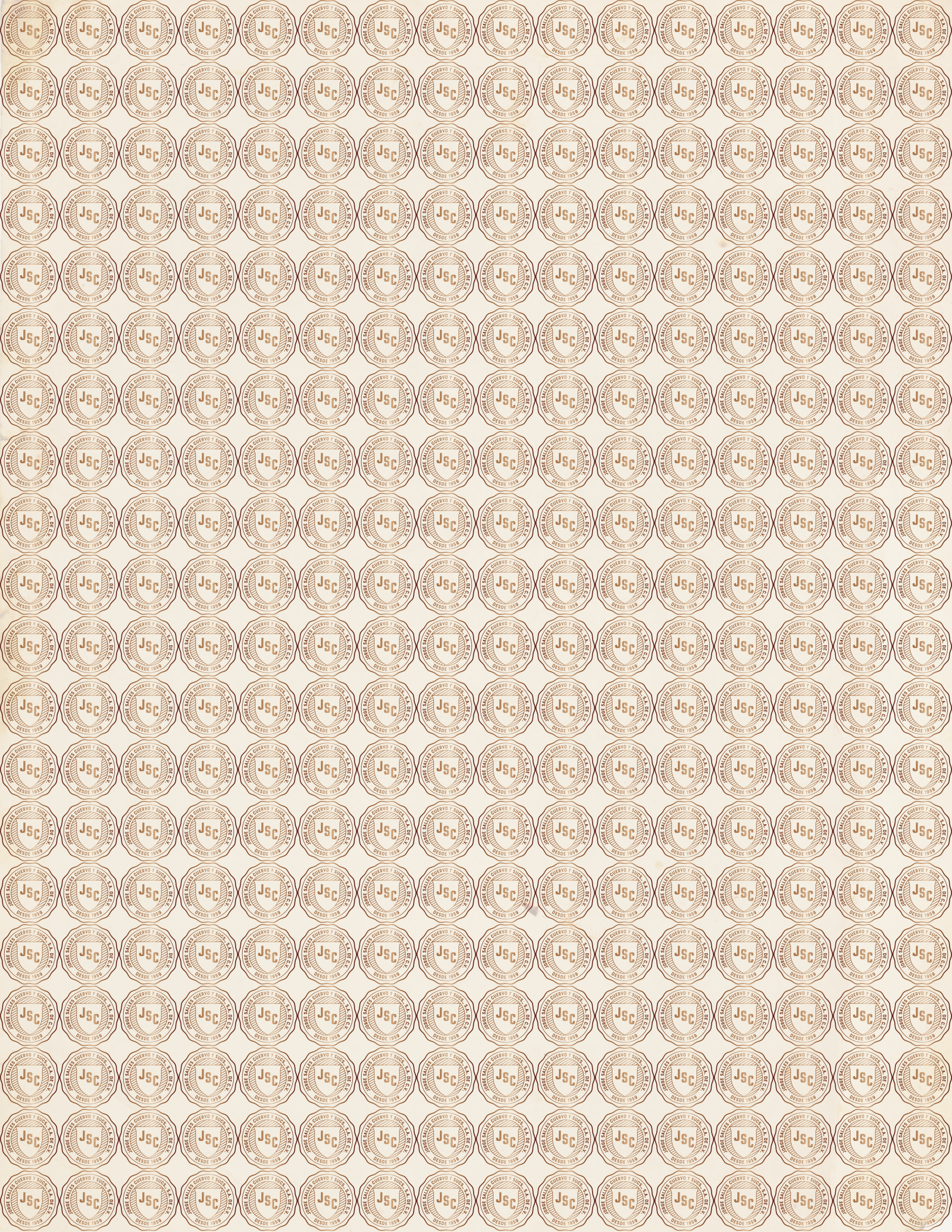
FROM OUR EARLY DAYS OF HAND CUTTING THE AGAVE, WE'VE STAYED ON PATH. WE STILL USE OUR HANDS. WITH LOVE.

• There is no mass production here. We stay true to our traditional methods and craft our tequila with love.

Our photos need to reflect this.

Discover
MEXICO'S BEST KEPT SECRET





TEQUILA

ELTEQUILEÑO®



[f @ #TEQUILENO](#) VISIT OUR FAMILIA AT TEQUILENO.COM

Please discover responsibly.

PRODUCED AND BOTTLED BY JORGE SALLES CUERVO Y SUCESESORES., S.A. DE C.V. LEANDRO VALLE 991, COL. CENTRO, C.P. 44100 GUADALAJARA, JALISCO, MEXICO

IMPORTED BY PARK STREET IMPORTS, MIAMI, FL IG: EL_TEQUILENO

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