

TEQUILA

ELTEQUILEÑO


MEXICO'S BEST KEPT SECRET



OUT WITH THE OLD...

...IN WITH THE NEW!



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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.

SEAL

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



THE STORY

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

PAPER

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

TECHNICAL INFO

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

BEHIND THE LABEL

In designing the new labels, 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.