

# TEQUILA

Tequila is a Mexican designation of origin product that can only be produced in the region surrounding the town of Tequila in the Mexican state of Jalisco and limited municipalities in the states of Guanajuato, Michoacán, Nayarit, and Tamaulipas. At least 51 per cent of the alcohol content in Tequila must come from the distillation of the blue agave plant, while mezcal, a generic name for this category of spirit, may be produced from any species of agave and in other parts of Mexico outside the delimited area.

Agave grows differently depending on the region. Blue agaves grown in the highlands, Los Altos region, are larger in size and sweeter in aroma and taste. Agaves harvested in the lowlands, on the other hand, have a more herbaceous fragrance and flavour.

The agave is not a cactus, but a spiky succulent that is related to the yucca. It takes about eight years before it is ready to harvest. After the long spiky leaves have been removed, the heart (piña) is cooked slowly to convert the starch into a fermentable sugary juice. After distillation the spirit is reduced in strength and may be aged in oak barrels before bottling.

## **AÑEJO**

Aged for at least a year in oak barrels.

## **BLANCO (WHITE)**

Not aged and any colour that may have been picked up will have been removed through charcoal filtration.

## **EXTRA AÑEJO (ULTRA AGED)**

Will have seen at least three years in oak barrels.

## **JOVEN ABOCADO**

Not aged, but will have had caramel added to colour and flavour the spirit.

## **REPOSADO (RESTED)**

Will have been aged for a minimum of two months in oak barrels.



**WORLD'S BEST TEQUILA**  
**WORLD'S BEST AÑEJO**

Mexico

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**La Serpiente**  
**Emplumada**

Tequila Añejo 40%

“ *Lovely rich flavours of agave, paired nicely with a light spice from the wood.* ”

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**FROM THE WINNER**

“It gives me great pride, to see reflected in this important recognition, all the effort and dedication of many people who work with passion to make the Tequila ‘La Serpiente Emplumada’, in the best possible way, and the best reward is to be recognised as the World’s Best Tequila... it’s just amazing!  
*Miguel Angel Vargas and Pascal Desjardins, co-founders*”

**THE PRODUCER**

Bella Vita, 550 Route des Outaouais, Cushing, Chatham,  
Quebec, J8G 1V2, Canada  
[www.bellavitagrandscrus.com](http://www.bellavitagrandscrus.com)

# TEQUILA



**T**he distillery Destiladora del Valle de Tequila is situated right in the heart of the town of Tequila. Part of Casa Maestri, producers Michael and Celia Maestri had one mission when they started making their own tequila, and that was to ensure it is always made to the taste of their customers.

Working with maestro taquillero Agustin Sánchez, who has 30 years' experience, Michael and Celia were able to determine the flavour profile of their tequila and produce the same award-winning results every time. This is exactly what happened with La Serpiente Emplumada. The aim was to produce a pure, crisp tequila that would still put the agave fruit taste forward and not be too influenced by the wood.

Destiladora del Valle de Tequila respects the traditional way of producing tequila. Agave piñas are slow cooked

for up to 50 hours before fermentation takes place from 48 to 60 hours (opposed to 10 to 12, in mass production). The spirit is then double distilled, all of which keeps the maximum flavour from the agave fruit throughout the long process. This is how tequila was made before industrialisation; combining traditional methods with modern equipment.

The production capacity of Destiladora del Valle

de Tequila is 4.5 million litres per year. There are more than 1,000 casks ageing in the cellar, all of which are Jack Daniel's first-fill barrels. In a little more than 10 years, Casa Maestri has developed and produced tequila for more than 150 brands, most of them award winners.



## THE PRODUCTS

### La Serpiente Emplumada Silver 44%

Vegetal notes, agave, with mineral and fresh fruit.

### La Serpiente Emplumada Reposado 40%

Cinnamon, grapefruit and vanilla.

### La Serpiente Emplumada Extra Añejo 40%

Warm with citrus elements.

## TEQUILA

Blanco • Extra Añejo • Joven Abocado • Reposado

### WORLD'S BEST BLANCO

Mexico

#### Lokita Silver 35%

Fruity notes and a palate with sweet fruits and pepper. Short and spicy finish.

##### THE PRODUCER

Productos Finos de Agave SA de CV,  
BBC Wines and Spirits,  
19-21 Rue du Commandant Cousteau,  
Bordeaux, 33100, France  
[www.bbcspirits.fr](http://www.bbcspirits.fr)



### WORLD'S BEST EXTRA AÑEJO

Mexico

#### La Serpiente Emplumada Extra Añejo 40%

Rich and smoky, with caramel sticky dates coming through. Clean texture, with hints of spice and fruit.

##### THE PRODUCER

Bella Vita, 550 Route des Outaouais, Cushing,  
Chatham, Québec, J8G 1V2, Canada  
[www.bellavitagrands crus.com](http://www.bellavitagrands crus.com)



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### WORLD'S BEST JOVEN ABOCADO

Mexico

#### Casa Noble Joven 51%

Spicy and rounded nose. Hot on the tongue, with a soft agave fruitiness.

##### THE PRODUCER

La Cofradia SA DECV, Casa Noble Tequila  
(Constellation Brands), 1 S Dearborn,  
Ste 17, Chicago, Illinois, 60603, USA  
[www.casanoble.com](http://www.casanoble.com)



### WORLD'S BEST REPOSADO

Mexico

#### Casa Noble Reposado 40%

Big vanilla nose, with a light fruit palate. Finish is of hot peppers.

##### THE PRODUCER

La Cofradia SA DECV, Casa Noble Tequila  
(Constellation Brands), 1 S Dearborn,  
Ste 17, Chicago, Illinois, 60603, USA  
[www.casanoble.com](http://www.casanoble.com)

