



¡ORIGEN DE TRADICIONES!

OUR STORY

Imagine traveling to a new destination, your heart filled with hope, and your mind set on exciting new goals. That is the story of a group of remarkable individuals known as the *Indianos*.

Indianos was the colloquial name given to the Spanish emigrants who traveled to the Americas in search of a better life. They spread their culture and values throughout Latin America; from Florida, to California, and on through Patagonia. *And they gave us Tequila in the process!*

A TASTE OF QUALITY

Not all Tequilas are made equal.

Tequila Indianos® is impeccably crafted and blended from 100% Blue Agave. After conducting extensive consumer surveys from Tequila aficionados, we have crafted the perfect formula. It's a blend that is easy on the palate, with intense aromas and an exceptionally rich, smooth, taste.

To ensure optimal results, our Tequila is handcrafted in small batches under constant supervision. Our product is bottled at an estate in Tequila, Jalisco, Mexico. **Tequila Indianos®** proudly displays the symbol of NOM (Denomination of Origin) and the CRT seal of approval. Our Agave fields are located in a volcanic region that is full of mineral-rich land, far from the pollutants of big cities.

THE TEQUILA BOOM

Americans can't seem to get enough of Mexico's native spirit. Since 2002, Tequila volumes have grown 158% – an average rate of 6.1% per year. In 2018 alone, 18.5 million 9-liter cases were sold.

According to the Distilled Spirits Council, the fastest growth in the Tequila market has been in high-end and premium brands. High-end brands grew 430% in volume since 2002, while super-

premium Tequila volumes skyrocketed 893% to 3.6 million 9-liter cases. Premium Tequila brands are becoming very popular among high-end chefs, celebrities, and culinary experts.

Tequila consumers are eager to try new brands and superior products, and they will most certainly taste the difference in **Tequila Indianos®**.

THE TEQUILA INDIANOS COLLECTION

Maestros Tequileros are artists by nature. They are endowed with the gift of transforming nature into authentic works of art. Our collection of **Tequila Indianos®** features four popular varieties: *Blanco*, *Reposado*, *Añejo* and *Extra Añejo*. Each variety of **Tequila Indianos®** is crafted to satisfy the most discerning palates.

MARKETING

For the last two years, we have been promoting and offering tastings of our products at events, trade shows, and private settings. We have also been advertising in print and social media, including: Hollywood Bowl Performance magazine, Cigar Aficionado, the National Thoroughbred Racing Association's Eclipse Awards, and Spanish Horse magazine.

We are confident that **Tequila Indianos®** will be a great addition to your collection.

Salud!

Team **Tequila Indianos®**