



¡ORIGEN DE TRADICIONES!

## OUR STORY

Imagine traveling to a new destination for the first time, 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: an easy-on-the-palate blend with intense aromas and an exceptionally rich, smooth taste.

Our Tequila is handcrafted in small batches under constant supervision to ensure optimal results and 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 mineral-rich volcanic region, 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 also becoming popular among high-end chefs, celebrities, and culinary experts.

Tequila consumers are eager to try new brands and superior products and 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 array of **Tequila Indianos®** is crafted to satisfy the most discerning palates.

## **MARKETING**

For the last three years, we have promoted and offered tastings of our products at events, trade shows, and private settings. We have also advertised 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®**