



## **ESPOLÓN TEQUILA FACT SHEET**

Espolón Tequila, one of the fastest growing tequilas on the market, is an award-winning collection of super-premium tequilas that celebrates real Mexico and highlights its storied culture through classic 19th century artistry and the iconic rooster, a symbol of national pride.

The decorative label on each Espolón Tequila bottle pays tribute to the Mexican artists who inspired the world with true portrayals of the country's rich history and complex everyday life. Striking artwork features the characters of Guadalupe, Rosarita and the proud rooster, Ramón, reliving Mexico's engaging cultural stories and bringing this vibrant country's essence to life. The label on Espolón Añejo features the brand's recognizable characters performing the *Jarabe de Jalisco*. This dance, though now considered the national dance of Mexico and a proud symbol of Mexican culture, was once banned by 19<sup>th</sup> century Mexican authorities before the Mexican War of Independence for being too risqué. The *Jarabe de Jalisco* then became a powerful form of rebellion and was often performed in the streets in protest.

### **ORIGIN:**

Handcrafted with 100% Weber Blue Agave, these heralded premium tequilas are distilled in the Los Altos region of Jalisco, Mexico, and handcrafted at the artisan San Nicolas Distillery under the guidance of Master Distiller Cirilo Oropeza.

### **AVAILABLE SIZES AND SUGGESTED SRP:**

#### **Espolón Blanco**

750 ml, \$25.99

#### **Espolón Reposado**

750 ml, \$25.99

#### **Espolón Añejo**

750 ml, \$34.99

### **PROOF:**

80 (40% alc./vol.)

### **TASTE PROFILE:**

Espolón offers a bold, round palate; medium to full bodied velvety mouth feel with rich roasted agave, sweet tropical fruit, vanilla and brown spices; long spicy finish.

### **SIGNATURE COCKTAILS:**

Espolón Blanco and Reposado can be enjoyed in a signature Espolónma with fresh grapefruit juice, soda and a squeeze of lime. Espolón Añejo can be sipped simply neat or on the rocks to enjoy the rich bourbon-finished flavor.

### **AWARDS & ACCOLADES:**

- **Espolón Blanco** received Silver medal, Outstanding designation from the International Wine & Spirits Competition (2013, 2012)
- **Espolón Reposado** received 92 Points, Excellent, Highly Recommended distinction at Ultimate Spirits Challenge (2014)

- **Espolòn Reposado** received Silver medal from the International Wine & Spirits Competition (2013, 2012)
- **Espolòn Tequila** named a Hot Prospect Brand by Impact Newsletter (2013, 2012)