

TEQUILA

EL REY<sup>®</sup>

TEQUILA

# EL REY



## El Rey Tequila

El Rey is the obsession of a weary traveler who stumbled upon a taste revelation in a remote Mexican cantina.

Poured from a humble jug, the spirit came to embody everything we feel tequila should be: exceptionally smooth, richly nuanced, and always a pleasure to drink.

We collaborated with the legendary Cascahuín Distillery in Jalisco, Mexico to recreate that magical flavor, using traditional methods to transform 100% blue agave into a decidedly suave tequila that is as rich and welcoming as the land and culture from which it hails.

## Cascahuín Distillery

Founded in 1904 by Salvador Rosales Briseno, the distillery was instrumental in the development of tequila production standards. Their commitment to quality is fueled by their drive to position tequila as a sophisticated spirit deserving of international acclaim.

Cascahuín, which means “hill of light” in the pre-Hispanic language of Náhuatl, refers to the hill in El Arenal, Jalisco where the distillery is located. Surrounded by mineral-rich red soil, the region attracts lightning during monsoon season—a fitting backdrop for the production of this rich and dynamic spirit.

## Environment

Cascahuín exhibits a commitment to sustainability. By allowing at least two percent of their succulents to bloom and attract pollinators, they are not only helping the plants develop natural defenses by evolving genetically but also providing food for important local wildlife in the process.



**Gold Medal for the 2017 San Francisco World Spirits Competition!**

*“Products awarded a Gold medal are exceptional. They are near the pinnacle of achievement in their particular category. They are products that set the standard for ‘all others of their type.’ —SFWSC*



**Silver Medal for the 2017 San Francisco World Spirits Competition!**

*“Products awarded a Silver medal are outstanding in their category. They show refinement, finesse, and complexity. They are among the best examples of their particular category.” —SFWSC*



**Bronze Medal for the 2017 San Francisco World Spirits Competition!**

*“A Bronze medal is awarded to a product that is commercially sound—modestly attractive without appreciable flaws. A Bronze medal is awarded to a product that deserves to be recognized as among the better examples of its category.” —SFWSC*

TEQUILA

# EL REY



GREAT TASTE REIGNS SUPREME.



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TEQUILA

EL REY

WITH  
NATURAL  
FLAVOR



GREAT TASTE REIGNS SUPREME.



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# PRODUCTS



TEQUILA

**EL REY**®

TRADITIONAL TEQUILA  
**SILVER**

40% ALC. BY VOLUME (80 PROOF)



**GOLD MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**



TEQUILA

**EL REY**®

TRADITIONAL TEQUILA  
**REPOSADO**

40% ALC. BY VOLUME (80 PROOF)



**SILVER MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**



TEQUILA

EL REY®

TRADITIONAL TEQUILA

AÑEJO

40% ALC. BY VOLUME (80 PROOF)



8 56473 00502 4



**SILVER MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**





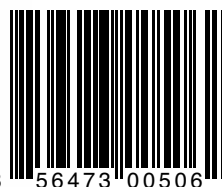
TEQUILA

**EL REY**

FLAVORED TEQUILA

**STRAWBERRY**

35% ALC. BY VOLUME (70 PROOF)



8 56473 00506 2



**BRONZE MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**



TEQUILA

**EL REY**®

FLAVORED TEQUILA  
**HIBISCUS**

35% ALC. BY VOLUME (70 PROOF)



8 56473 00503 1



**BRONZE MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**



TEQUILA

**EL REY**®

FLAVORED TEQUILA

**PINEAPPLE  
COCONUT**

35% ALC. BY VOLUME (70 PROOF)



8 56473 00538 3



**BRONZE MEDAL WINNER  
AT THE 2017 SAN FRANCISCO  
WORLD SPIRITS COMPETITION**

# PRICING



## ON PREMISE PRICING

### TRADITIONAL

#### SILVER

Three months of rest in stainless steel containers allows our Silver tequila's distinctive agave flavor to mature. Suave yet snappy, it brings cocktails to life with its bright yet mellow flavor.



**Gold Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$36.95**  
**Case Price \$221.70**



#### REPOSADO

A fine tequila for sipping or mixing, our Reposado nurtures a distinct sweetness within its rich agave flavor. Six months of aging in American Oak barrels lends warmth and color.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$41.95**  
**Case Price \$251.70**



#### AÑEJO

We reserve our best spirits for El Rey's premium Añejo tequila. Fourteen months of aging in American oak barrels produces an exceptionally smooth, refined taste that is best appreciated slowly and on its own.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$46.95**  
**Case Price \$281.70**



### 100% SILVER TEQUILA WITH NATURAL FLAVOR

#### SILVER STRAWBERRY

We took our nimble Silver tequila and added natural strawberry flavor for a refreshingly sweet twist on a classic.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$36.95**  
**Case Price \$221.70**



#### SILVER HIBISCUS

Balancing the tartness of lemons with the sweetness of berries, natural hibiscus flavor lends a gentle richness to our nimble Silver tequila.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$36.95**  
**Case Price \$221.70**



#### SILVER PINEAPPLE COCONUT

The tangy sweetness of pineapple meets the lush richness of coconut, turning our nimble Silver tequila into a tropical confection.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

**DSD cost \$36.95**  
**Case Price \$221.70**



## OFF PREMISE (A) PRICING: ANYWHERE WITHIN BAY AREA COUNTIES

### TRADITIONAL

#### SILVER

Three months of rest in stainless steel containers allows our Silver tequila's distinctive agave flavor to mature. Suave yet snappy, it brings cocktails to life with its bright yet mellow flavor.



**Gold Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$23.46
at 30%	\$30.99
at 35%	\$31.99
at 40%	\$32.99
MSRP	\$39.99



#### REPOSADO

A fine tequila for sipping or mixing, our Reposado nurtures a distinct sweetness within its rich agave flavor. Six months of aging in American Oak barrels lends warmth and color.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$24.18
at 30%	\$31.99
at 35%	\$32.99
at 40%	\$33.85
MSRP	\$44.99



#### AÑEJO

We reserve our best spirits for El Rey's premium Añejo tequila. Fourteen months of aging in American oak barrels produces an exceptionally smooth, refined taste that is best appreciated slowly and on its own.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$25.33
at 30%	\$32.99
at 35%	\$34.99
at 40%	\$35.99
MSRP	\$49.99



### 100% SILVER TEQUILA WITH NATURAL FLAVOR

#### SILVER STRAWBERRY

We took our nimble Silver tequila and added natural strawberry flavor for a refreshingly sweet twist on a classic.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$26.26
at 30%	\$34.99
at 35%	\$35.99
at 40%	\$36.76
MSRP	\$39.99



#### SILVER HIBISCUS

Balancing the tartness of lemons with the sweetness of berries, natural hibiscus flavor lends a gentle richness to our nimble Silver tequila.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$25.72
at 30%	\$33.99
at 35%	\$34.99
at 40%	\$36.99
MSRP	\$39.99



#### SILVER PINEAPPLE COCONUT

The tangy sweetness of pineapple meets the lush richness of coconut, turning our nimble Silver tequila into a tropical confection.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$26.37
at 30%	\$34.99
at 35%	\$35.99
at 40%	\$36.99
MSRP	\$39.99



## OFF PREMISE (B) PRICING: ANYWHERE OUTSIDE OF BAY AREA COUNTIES

### TRADITIONAL

#### SILVER

Three months of rest in stainless steel containers allows our Silver tequila's distinctive agave flavor to mature. Suave yet snappy, it brings cocktails to life with its bright yet mellow flavor.



**Gold Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$26.46
at 30%	\$34.40
at 35%	\$35.72
at 40%	\$37.04
MSRP	\$39.99



#### REPOSADO

A fine tequila for sipping or mixing, our Reposado nurtures a distinct sweetness within its rich agave flavor. Six months of aging in American Oak barrels lends warmth and color.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$27.18
at 30%	\$35.33
at 35%	\$36.39
at 40%	\$38.05
MSRP	\$44.99



#### AÑEJO

We reserve our best spirits for El Rey's premium Añejo tequila. Fourteen months of aging in American oak barrels produces an exceptionally smooth, refined taste that is best appreciated slowly and on its own.



**Silver Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$28.33
at 30%	\$36.83
at 35%	\$38.25
at 40%	\$39.66
MSRP	\$49.99



### 100% SILVER TEQUILA WITH NATURAL FLAVOR

#### SILVER STRAWBERRY

We took our nimble Silver tequila and added natural strawberry flavor for a refreshingly sweet twist on a classic.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$26.26
at 30%	\$34.99
at 35%	\$35.99
at 40%	\$36.76
MSRP	\$39.99



#### SILVER HIBISCUS

Balancing the tartness of lemons with the sweetness of berries, natural hibiscus flavor lends a gentle richness to our nimble Silver tequila.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$25.72
at 30%	\$33.99
at 35%	\$34.99
at 40%	\$36.99
MSRP	\$39.99



#### SILVER PINEAPPLE COCONUT

The tangy sweetness of pineapple meets the lush richness of coconut, turning our nimble Silver tequila into a tropical confection.



**Bronze Medal Winner of the 2017 San Francisco World Spirits Competition!**

DSD cost	\$26.37
at 30%	\$34.99
at 35%	\$35.99
at 40%	\$36.99
MSRP	\$39.99



# POINT OF SALE



TEQUILA  
**EL REY**

PROMOTIONAL AND  
MARKETING MATERIALS



Flyers 8.5" x 11"  
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Booklet



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Single or Four Pack



T-Shirt with logo  
Double Sided



El Rey Stickers



7' El Rey Flags



Retractable Banners



Presentation Display Case

# RETAIL LOCATIONS

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GRATIS  
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AMAZONÍA

NGENESPANOL.COM | NOVIEMBRE DE 2015

# NATIONAL GEOGRAPHIC

EN ESPAÑOL

## TEQUILA

UNA HISTORIA  
DE AMOR



EL MURCIÉLAGO  
QUE A CAMBIO  
DE ALIMENTO  
POLINIZA EL  
AGAVE

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REP. DOMINICANA \$115.00







Para garantizar la mayor cantidad de azúcar en las "piñas", las plantaciones industriales cosechan los agaves justo antes de la floración, lo que impide la reproducción sexual del *Agave tequilana*.

designado en 1958 celador oficial por parte del gobierno. Para ingresar a la cueva es necesario cruzar una puerta peculiar construida por él mismo con sobrantes de metal. La llave del candado es la herencia que recibieron sus hijos, Andrés y Enrique, los custodios actuales.

El interior de la gruta está labrado a base de carbonato de calcio diluido, el cual, al filtrarse por las fisuras y grietas, construye columnas, estalagmitas y estalactitas de formas caprichosas. Con casi 6000 metros de extensión, la cueva aloja desde pinturas rupestres de la cultura olmeca, con una antigüedad de 2500 años, hasta tesoros geológicos, como el llamado Jardín de Cristal, una cámara angosta de ensueño, protegida por un idílico remanso de agua, donde la aragonita tapiza las paredes con formas coralinas blancas que recuerdan a los crisantemos.

No obstante, para Rodrigo y el equipo del PCMM el paraíso está en otra parte. Llegar a él requiere hundir los pies en varios centímetros de

guano y lodo, cuidar de no topar la cabeza con las estalactitas y estar muy atento a no apoyar las manos en las paredes, so pena de aplastar una de los cientos de cucarachas que se posan en ellas, con tamaños de hasta ocho centímetros.

El ascenso resbaladizo es acompañado por el aumento paulatino de la temperatura y la humedad relativa, que alcanzan los 37 °C y 90 %, respectivamente. Una vez en la amplia bóveda de formas extravagantes que es la cámara principal, somos recibidos por una corriente negra de cientos de murciélagos que, azuzados por nuestra presencia, se trasladan a la parte posterior del salón, perdiéndose en la más profunda oscuridad. Solo hasta ese momento, cuando uno se encuentra completamente empapado, con el olfato penetrado por un olor irritante a amoníaco y observando, gracias a la tenue luz roja de las lámparas de minero, las bandadas nutridas que aletean sobre nuestras cabezas, se justifica el nombre del lugar: El Infierno.



JULY 2017 • \$4.95

# THE tastingpanel MAGAZINE

MOON (Shine)

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BUFFALO  
(WILD  
WINGS)



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