



Tequila REVOLUCION: Organic Plantation.

Everything you add in the process of making tequila will show (taste, smell) in the final product. And we mean everything. Choosing gasoline instead of wood to heat the ovens that will bake the agave hearts will certainly leave a trace of gasoline in the final distillate. Baking in autoclave ovens rather than masonry ovens will communicate a taste of metal to tequila. And so on, with every aspect of every step in the craft of tequila.

This is why we chose to go organic. After more than 15 years of perfecting the art of making tequila, we found ourselves in the need to go even further. We know we already make outstanding tequila, but given the standard of purity of organic farming and productions, it only made sense to us to embrace this philosophy; and create even purer tequila, true to the plant it pays homage, and true to the soil that nurtures them. With the



added benefit of impacting less and less the planet with our production processes.



Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions. It relies on natural, ecological techniques, and excludes all synthetic fertilizers, pesticides,

hormones, genetically modified crops, and any other form of artificial enhancement.

Our organic plantation is located in Tecolotlán, in the low lands of the state of Jalisco, in the region of Tequila; all its production is certified 100% organic, both for US and Europe standards. Our production plant has also gotten the same certification.



The first organic lot is now in progress, it will be sold in the US market starting 2013. This first batch includes only our Silver expression; the rest of the line, due to its aging process will be released gradually later on.