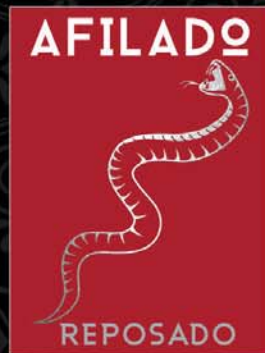


TEQUILA  
**HONOR**  
DEL CASTILLO  
VIVE CON  
HONOR



### TEQUILA HONOR...

is proud to partner with the Familia Vivanco (Feliciano Vivanco Y Asociados) in the highlands of Arandas Jalisco, fourth generation agave growers and producers of the highest quality tequilas. Our handcrafted tequila uses carefully matured 100% Blue Agave, cooked in traditional clay ovens and fermented slowly, utilizing our custom yeast to ensure complex and unique aromas. Distillation takes place in small copper pot stills that add further complexity to our tequila. The aged Honor tequilas are rested on small 200 liter white American oak barrels, creating a more authentic and artisanal quality product that embraces providence.

**Honor - Noun 1] high respect; esteem. 2] a privilege.**

Honor transcends language. It is word recognizable all around the world; a simple word that doesn't require translation. Honor is also an idea. It's a driving force that pushes the boundaries of our current state, hoping to elevate our lives.

Price: \$47.00

Drink strategy: with soda, shots, rocks, palomas - margaritas

Size: 750ml

Alc./Vol.: 41.5%

### TARGET - Hispanic males, 27-39

A tequila with a passionate personality, Afilado is for nights of improvisation and adventure. Whether you're starting with shots at home or sipping at the bar/club, Afilado is the tequila that adds color to your evening; a tequila you sip with friends old and new.

### TASTING NOTES

Full and smooth flavored with a taste of jasmine, enriched with notes of oak chocolate, cocoa and a light touch of vanilla, oak and honey that results in a deliciously long finish.

