

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: \$49.00

Drink strategy: traditional tequila cocktails and high end cocktails (margaritas, palomas & Mexican martini, etc.)

Size: 750ml

Alc./Vol.: 40%

TARGET - 2nd Gen. Mexicans and Caucasians males and females, 35+

This tequila is for those who live with confidence and conviction; for those who embrace freedom and clarity. Redención is a tequila that creates that exclusive experience at home, or an upscale bar or restaurant. Whether you're with friends old and new, introduce a little confidence to your night.

TASTING NOTES

Refreshing, drawing aromas of oak, honey and cocoa. Held together in balance through the fragrance of coffee, chocolate and white pepper, with a delicate combination of sweet and spicy that leads to a smooth long finish.

