

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: \$45.00

Drink strategy: with beer, shots - margaritas

Size: 750m

Alc./Vol.: 40%

TARGET - Millennials, 21-30

With a strong personality and casual approach, Reflexión is for those who live fast but are in constant search for balance. It's the perfect tequila for casual experiences either at home or at neighborhood bar/casual restaurant.

TASTING NOTES

Filled with aromas and flavors of authentic agave, hints of mint, thyme and jasmine, a slight taste of laurel, and hints of vanilla, Reflexión is a mild tequila with inviting long finish.

