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TEQUILA CORRALEJO®

✦ 100% DE AGAVE ✦

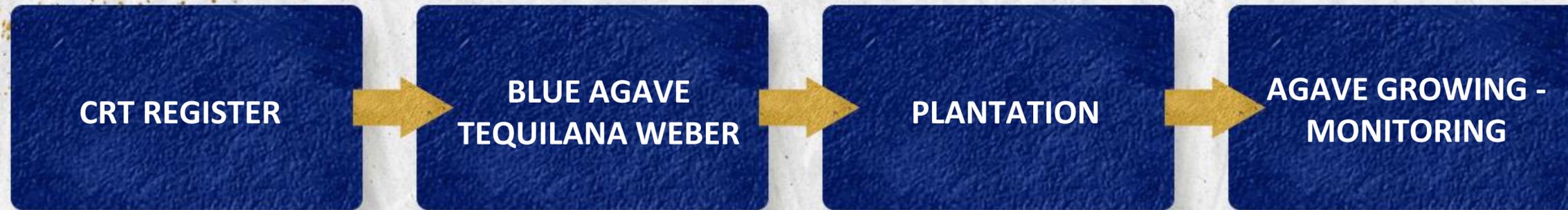
INDIA MASTERCLASS 2020

TEQUILA WORLD INTRODUCTION

WHAT IS THE AGAVE?

- Agave Plant is native to arid and semi-arid regions of the Americas, particularly Mexico, where it is considered as one of the most iconic plants in our culture.
- Blue Agave (tequilana Weber) has long bluish green spiny leaves with sharp points and a large heart (better known as "Piñas" or "Hearts", from which the juices are extracted and then distilled twice).
- 1 L. of distilled tequila requires between 6 and 8 kilos of Agave pulp

AGAVE PLANTATION



BIRTH CERTIFICATE - AGAVE PASSPORT

Controlled by The CRT

 <p>CONSEJO REGULADOR del TEQUILA A.C.</p> <p>Av. Patria No. 723 Col. Jardines de Guadalupe, C.P. 45030 Zapopan, Jalisco, México tel + 52 (33) 1002 1900 web www.crt.org.mx email crt@crt.org.mx</p> <p>Calle Hernández # 61 Col. Centro C.P. 47180 Tel.: 348 783 00 42 Arandas, Jal.</p> <p>Av. Independencia # 495 Int. 2 C.P. 47750 Tel./Fax. (391) 91 70 909 Atotonilco, Jal.</p> <p>Av. Sixto Gorjón # 162 Int. 2 y 3 Col. Centro C.P. 46400 Tel.: 01 374 74 200 22 Tequila, Jal.</p> <p>8 de Marzo # 602 Int. 4 Col. del Carmen C.P. 47690 Tel.: 01 378 78 213 83 Epititlán, Jal.</p>	CONSEJO REGULADOR del TEQUILA A.C.		RECIBO DE PAGO	
	Pasaporte de traslado de Agave Tequilana Weber variedad azul No. AR103772		Folio	18641
	RFC: HELH660109 Estatus: Emitida		Emisión	Martes, 24/03/2015
	I. Datos del propietario del Agave Tequilana Weber variedad Azul		Vigencia	Viernes, 03/04/2015
	Hernández López Hector Guillermo Nombre del Propietario		Lugar de expedición:	Arandas
	MARIANO ESCOBEDO # 1403 2- A Domicilio		II-B-12312-2004 Núm. de reg. del productor ante el C.R.T. A.C.	
	II. Datos del predio Coordinada Central: 890295,2318188		LEON Municipio	
	LOS REYES Nombre del Predio		37923 ID de Plantación	2007 Año de plantación
	ROMITA Municipio		ROMITA (CAB.) Localidad	Cantidad de Piñas
	III. Datos del comprador del Agave Tequilana Weber variedad Azul			
TEQUILERA CORRALEJO S.A. DE C.V. Nombre de la empresa				
EX HACIENDA CORRALEJO S DE RL COL 90 Domicilio				
IV. Datos del camión Razón Social: N/A				
Placas: N/A Placas del camión		PENJAMO Municipio		
N/A Marca		N/A Modelo		
Nombre y Firma del organismo de certificación y operador de camión		Valor	\$ 61.72	
Cantidad con letra: SESENTA PESOS 00/100 M.N.		I.V.A.	\$ 8.28	
		Total	\$ 60.00	

8 AÑOS

WHAT IS TEQUILA?



Etymology

Náhuatl Origin: **Téquitl** = Work place

Is a mexican liquor distilled from the fermented juices obtained from the “Piñas” or “hearts” of the Blue Agave plants grown in the Tequila Region.

A LITTLE WALK THROUGH TEQUILA HISTORY

Tequila's origin came from our prehispanic cultures, specially from the "PULQUE" fermented beverage as the main basis, and the addition of the distilled methods that were brought during the Spanish Conquest (XVI century).



PULQUE

It's an ancestral and traditional Mexican fermented beverage, which origin came from the 200 A.C, by our prehispanic ethnic groups, Pulque is produced from the Savia fermentation, or better known as Agavés aguamiel or maguey

A LITTLE WALK THROUGH TEQUILA HISTORY



Prehispanic Age:
Pulque:
fermented Beverage



Tequila Corralejo as a Commercial venture

1755



Tequila Designation of Origin
Were Officially established in Geneva, Switzerland

1974

1519

1521

Spanish Conquest:
Distillation methods and Alambiques



Franz Weber Clasification
Blue Agave was qualified as one of the richest sugar agaves

1902



CRT is Constituted
Tequila Regulatory Council

1994



Official Standards that has to be fulfilled by each producer

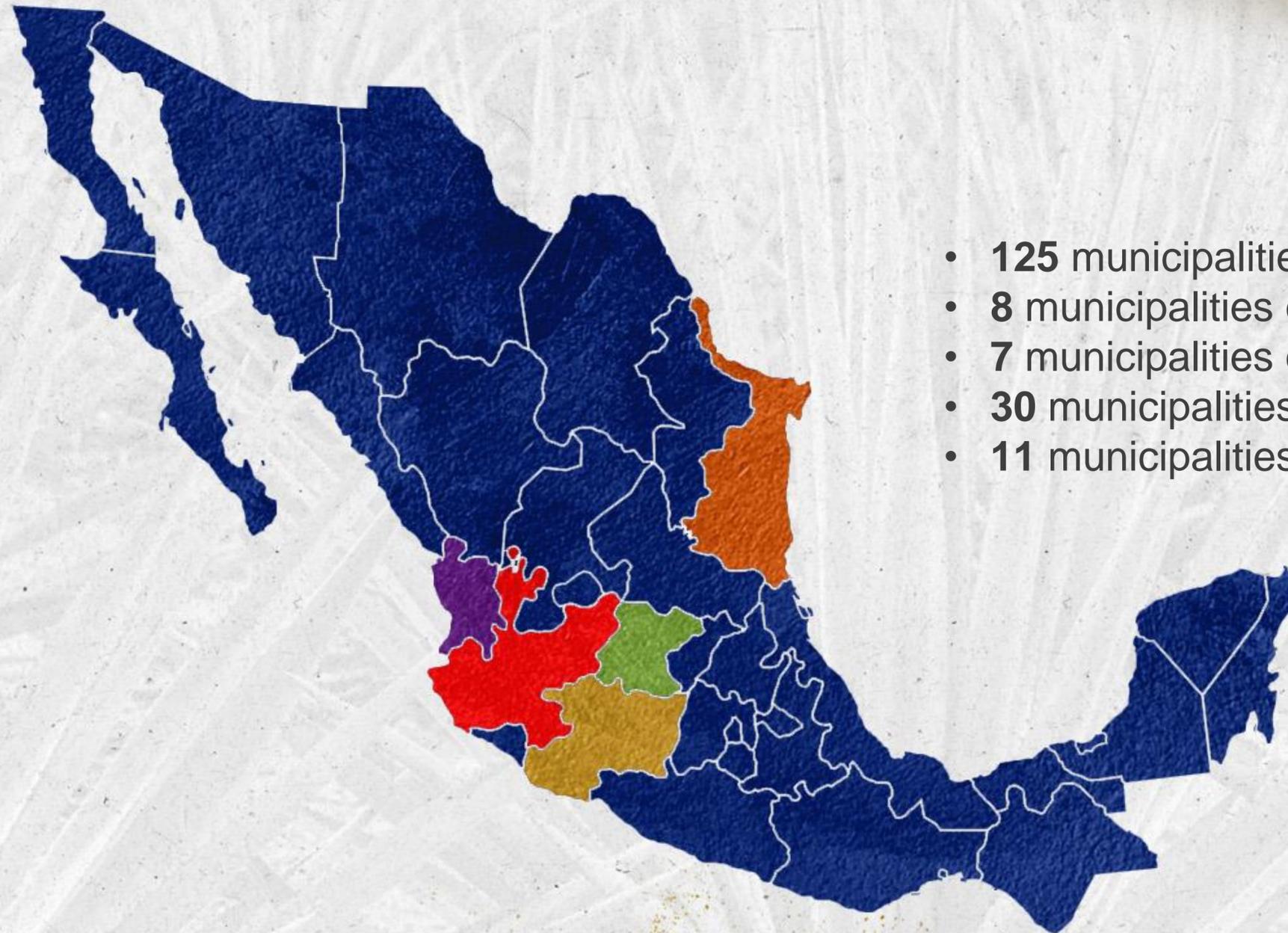
1997



TEQUILA - DESIGNATION OF ORIGIN

5 STATES:

- **Jalisco**
- **Nayarit**
- **Guanajuato**
- **Michoacán**
- **Tamaulipas**



- 125 municipalities of **Jalisco**
- 8 municipalities of **Nayarit**
- 7 municipalities of **Guanajuato**
- 30 municipalities of **Michoacán**
- 11 municipalities of **Tamaulipas**

CRT (Tequila Regulatory Council)



NOM- 006 – SCFI-2012



- A private non-profit organization based in Jalisco state.
- Responsible for the regulation, verification and quality certification of Tequila.
- The Council oversees every aspect of production in order to guarantee the genuineness of the product.
- Each producer and brand bottle has to be register under the CRT and specific NOM

TEQUILA CATEGORY



TEQUILA 100% OF BLUE AGAVE

It's not susceptible to be enriched with any other type of sugars,

It only used the original sugars from the Blue Agave "Piñas" (tequilana weber).



TEQUILA / MIXTOS

The musts are susceptible to be enriched and complemented with other class of sugars within an appropriate scale no more than the 49%

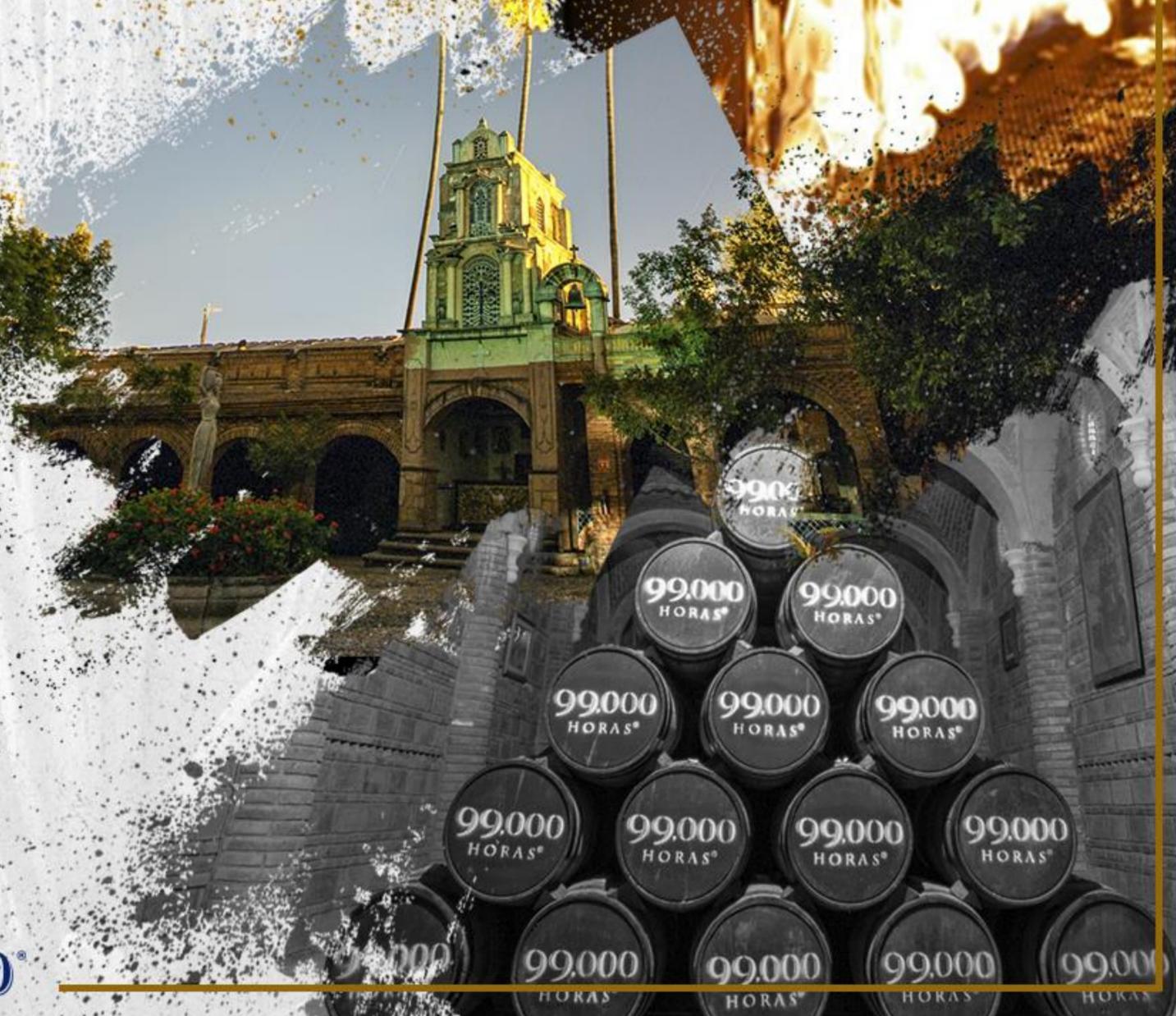
At least, the 51% of the must, have to remain using Tequilana Weber Agave Sugars.

TEQUILA CLASSES

CLASS	AGING SINCE	AGING PROCESS
Tequila blanco	NA	Bottling after the 2nd Distillation and Dilution / Finished in Oax barrels no more than 2 months
Tequila joven u oro	Mix / Blend	Some Are Finished in Casks / Oak –Pine Fudres / French Limousin
Tequila Reposado	2 months – 11 months	Oak Barrels / American oak, French Limousin, Mexican
Tequila Añejo	12 months	Oak Barrels / American Oak – French Limousin – Encino less than 600L
Tequila Extra añejo	36 months	Oak Barrels / American Oak – French Limousin – Encino less than 600L



TEQUILA
CORRALEJO
★ 100% DE AGAVE ★



HISTORY: HACIENDA CORRALEJO

A MAGICAL & AUTHENTIC PLACE

- Hacienda Corralejo was established in 1700, located in Penjamo, Guanajuato, Mexico, also is the birthplace of Don Miguel Hidalgo y Costilla, renowned for launching the Mexican War of Independence (1810).
- In 1755, it became the first estate in Mexico to produce tequila as a commercial venture.
- In fact, we are among only a chosen few tequila companies granted the right to produce tequila in a province other than Jalisco.

HISTORY: LA HACIENDA

- **For nearly 250 years**, the distillation methods of Hacienda Corralejo have been preserved, refined, and developed by our local community into a tradition of tequila.
- **A tradition of skilled craftsmanship** only attainable by master artisans of tequila making.
- **TRADITION YOU CAN TASTE** Corralejo Tequila is a Super Premium, authentic Mexican Tequila made with **100% hand-harvested Blue Weber agave**. Tequila Corralejo is distinguished by the quality and appearance of our products, which **captured the historical essence of our land and expressed it through the artisan qualities of Corralejo Tequila bottles**.

OUR UNIQUE CRAFT BOTTLE

GLASS FACTORY – BLUE DREAM

- **The aim was to find something different and unheard that will revolutionise the market.**
- **From this desire arose the dream of building a glass factory that would meet the brand's needs in an innovative and creative way.**
- **Corralejo's mission has since been to offer its customers quality drinks sold in creative presentations that underscore their Mexican identity.**
- **ECO-FRIENDLY, We recycle the 70% of the glass.**

BRAND

HERITAGE

1700

HACIENDA CORRALEJO

Pedro Sanchez De Tagle, descendent of the Spanish King, bought the land and made Corralejo flourish once again, giving it the title of Hacienda.

1753

DON MIGUEL HIDALGO

Administrator of the Hacienda, Cristobal Hidalgo and wife, Ana Maria Gallaga had a son, Don Miguel Hidalgo y Costilla, who was born at Hacienda Corralejo on May 8, 1753.

1755

TEQUILA PRODUCTION

Hacienda Corralejo became the first estate in Mexico to produce tequila as a commercial venture.

1810

CRY OF DOLORES

Don Miguel Hidalgo rang the church bell as a call to arms and triggered the Mexican War of Independence, where indigenous people fought courageously to throw off their oppressive rulers.

1821

MEXICAN INDEPENDENCE

In this year, Mexico achieved its independence from Spain as a sovereign Republic, signaling the start of a new endeavor to make the country and its people flourish.

1996

REVIVAL

Don Leonardo Rodriguez Moreno takes ownership of Hacienda Corralejo and tequila production facility, bringing the spirit of tequila back into the Hacienda.

CORRALEJO, nowadays



More than 500 employees



Global Presence, 5 continents and 80 countries



- 1 Hacienda & Museum
- 1 Glass Factory
- 3 National Warehouses
- 9 International Warehouses
- 4 Architectural complexes
- Visitor Center: 10,000 Cask Barrels, Glass & Tequila Retail Shop etc...



VIDEO: GLOBAL PRESENCE

TEQUILA
CORRALEJO®



The Blue Agave such as Tequila Corralejo, was born with all this uniqueness, stunning, majestic and mysticism in the mexican lands, and its shown through the fussion of our emblematic bottle and the Blue agave plant, the golden color represents our tequila as a nectar that embrace leyends, culture and traditions with a high value.

Our stamp, represents the Independence symbol that the Insurgentes Movement was use in the Independence Battle and it's in the heart of our Bottle.



TEQUILA
CORRALEJO
★ 100% DE AGAVE ★

BRAND POSITIONING SUMMARY

“Those with pride stand tall.”

For people who enjoy and embrace life with a sense of ease, curiosity and fun, and who measure their success in terms of their experiences, Tequila Corralejo is a wellspring of new, enjoyable and amazing scenarios that make them more independent in their daily lives and proud of being different and authentic.



PRODUCTION PROCESS

TEQUILA
CORRALEJO[®]
★ 100% DE AGAVE ★

TEQUILA CORRALEJO PRODUCTION PROCESS



JIMA - AGAVE HARVESTING



RECEPTION



COOKING & MILLING



BULKS



2nd DISTILLATION - Rectification



1st DISTILLATION SCHREDDING



FERMENTATION



AGING



DILUTION



BOTTLING



DISTRIBUTION



I. JIMA / AGAVE HARVESTING

- Our agave takes 6-8 years to grow before becoming fully ripe for the harvest, or jima. At this point, our jimadors remove the leaves with the COA (A special and artisan long Knife) to leave just the piña, which is taken to the Hacienda to make into tequila.
- Corralejo tequila is exclusively made with 100% Blue Weber agave, hand harvested from our fields in the state of Guanajuato.



VIDEO: CORRALEJO Agave Fields





COOKING PROCESS

After the jima, or harvest, the agave piñas are slow-cooked between 30 - 36 hours in stone clay ovens at the Hacienda Corralejo, then rested for 12 hours in the traditional way

MILLING PROCESS

The cooked agave then passes through the milling shredders and the juice is extracted. This juice is perfect between 11 and 12 brix, providing just enough sugar to ferment into alcohol.

HOW DO IT LOOKS?



FERMENTATION PROCESS

Then transferred into our 19,000 liter fermentation tanks where it will rest with a specially formulated yeast strain, "LCORRA1," for 36 hours to 40 hours at a temperature between 30 to 35C° (Controlled Fermentation)

ISOLATED YEAST: LCORRA1. This yeast strain is unique to our tequila and specially cultivated from the very first press of our estate Blue Agave.

Sheltered and Developed and in partnership with the chemists at the Universidad de Guanajuato and Corralejo labs, it's a crucial factor that gives us more control over the final flavors and aromas of our tequilas while instilling a true sense of place

DISTILLATION PROCESS

The fermentation juice passes into the distillation process.

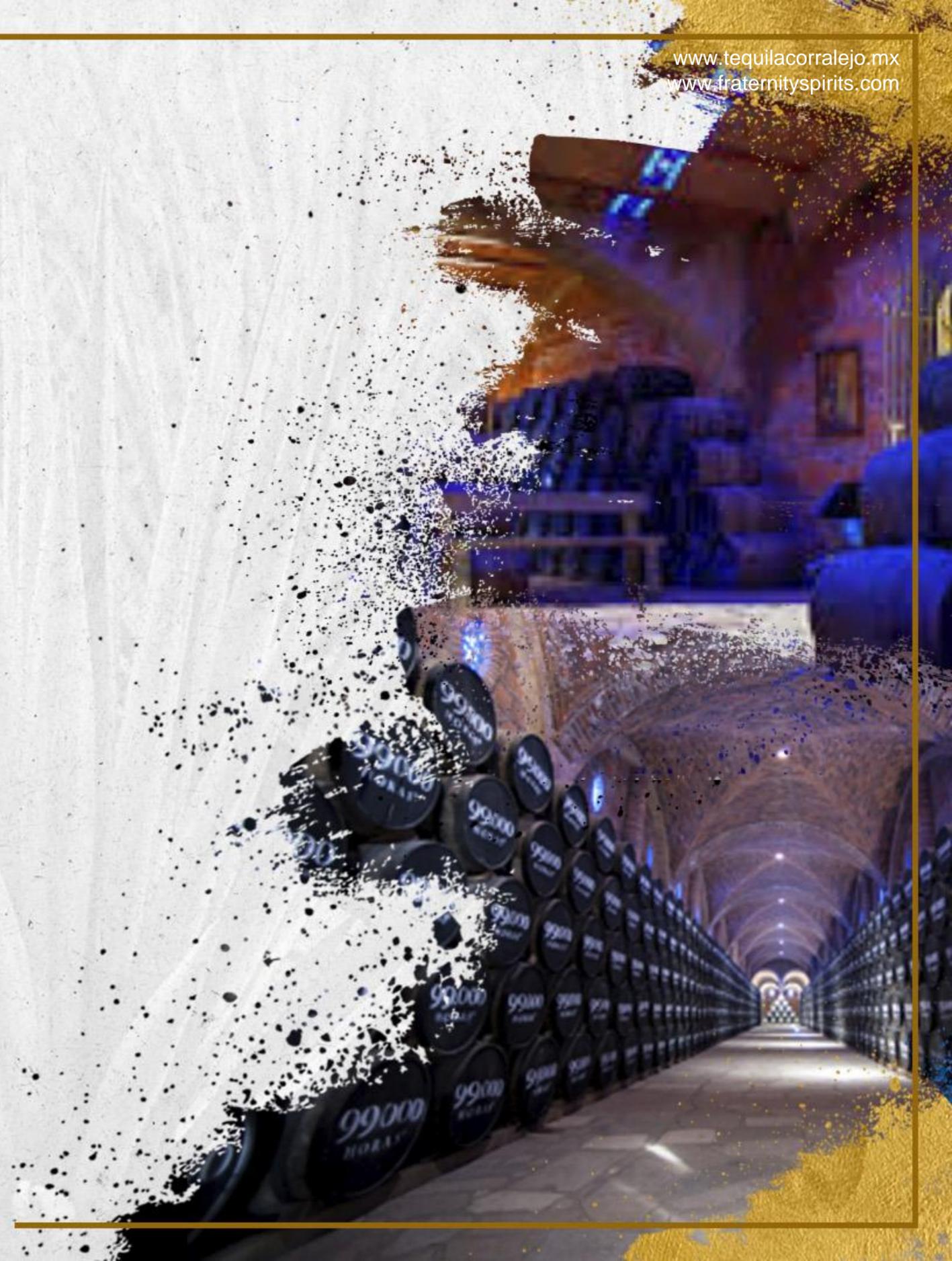
The first distillation or First Ordinary Distilled takes place in a continuous still, or column still, and results in a tequila that is 45% to 55% alcohol by volume.

DISTILLATION PROCESS

The second distillation “RECTIFICATION” takes place in an Alembic copper pot still, The second distillation results in tequila that is 75% - 85% alcohol by volume.

AGING PROCESS

- American OAK, French Limousin and Mexican Oak-Encino (Fudres & Barrels).
- Once the barrel have been filled, CRT has to be present and approve, certificate and seal the casks.
- When the ageing process are complete, CRT has to be present once again to validate the time and take some samples to certificate the product before it pass to the bottling process.



PRODUCTS



TEQUILA
CORRALEJO
★ 100% DE AGAVE ★

CORRALEJO BLANCO

100% agave tequila Distilled from 100% blue agave and bottled directly from copper stills. Its crystal clearness and brightness reflect purity and genuine character. Corralejo Blanco Tequila could be either an invitation to have an aperitif, or the basis for a delicious and fresh cocktail.

Color: Crystalline with silver nuances of great brilliance.

Aroma: Raw agave with intense citrus and herbal tones.

Finish: A fusion between raw and cooked agave is perceived, achieving a perfect balance with citrus and herbal notes.

Alcohol content: 38% - 40%.

Perfect Serve: Caballito (Room temperature / Cold)
Caballito (Room temperature) / you can add some salt, sangrita & Lemon Cocktails.



PERFECT PAIRING



- Seafood, Light Fish, prawn, scalopp, lobster, crab.
- Poultry Meat: Duck, chicken, Turkey
- Fresh Fruits
- Guacamole

CORRALEJO REPOSADO

100% agave tequila, obtained from the double distillation of fermented musts from weber's blue agave.

Corralejo Tequila has a mild flavor with a strong character. It has a wide range of tones derived from the American, French and Mexican oak wood (Fudres of 17,000 and 25,000 lt) in which it is rested.

The color of our product denotes great depth compared to the blue of the agave fields, the sky and the sea.

Color: Golden yellow with brilliant light flashes.

Aroma: Agave cooked with refreshing grapefruit and lime citrus notes.

Finish: Smooth citrus notes with a lingering flavour evoking vanilla wood tones.

Alcohol content: 38% - 40%.

Perfect Serve: Caballito (Room temperature) / you can add some salt, sangrita & Lemon
Glass with Ice and citric peel garnish
Cocktails.



PERFECT PAIRING



- Poultry Meat: Duck, chicken, Turkey
- Pork
- Cheese
- Chocolate
- Grilled Prawn

CORRALEJO AÑEJO

100% agave tequila, obtained from the double distillation of fermented musts from weber's blue agave. Aged for 12 months in American oak barrels of 200 L with a slightly burned inside. This tequila exemplifies to perfection the skills of master tequileros.

Color: Golden with amber light flashes.

Aroma: Sweet notes of coffee and nuts.

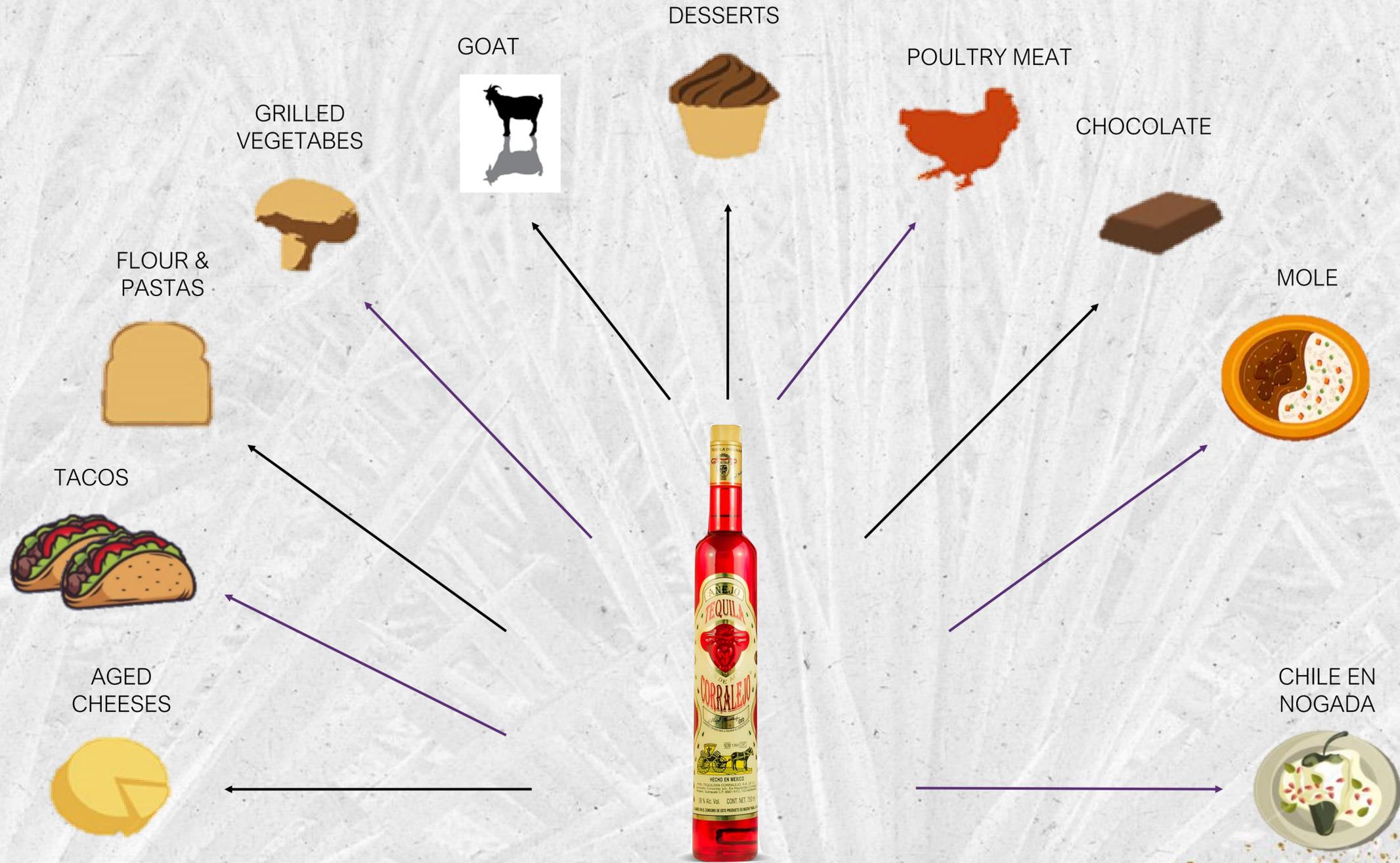
Finish : Silky with intense wood flavor and smoky tones.

Alcohol content: 38% - 40%

Perfect Serve: Tequila Riedel Glass (Sipping)
Caballito (Room temperature)
Glass with Ice & citric peel garnish
Sophisticated Cocktails.



PERFECT PAIRING



CORRALEJO TRIPLE DESTILADO

100% agave reposado tequila, a unique product of the Corralejo family obtained from the triple distillation of fermented blue agave musts from weber's blue agave, making it a product of great purity and excellent quality. Aged for 6 months in Fudres of American Oak, Mexican **Encino** & French Limousin.

Colour: Straw yellow with golden hues.

Aroma: It evokes soft and sweet aromas, with balanced notes of cooked agave and fruity tones.

Finish: Smooth and fresh with fruity notes.

Alcohol content: 38%.

Perfect Serve: Caballito (Room temperature) /
Glass with Ice and citric peel garnish
Cocktails.



PERFECT PAIRING



- Poultry Meat: Duck, chicken, Turkey
- Pork
- Cheese
- Chocolate
- Grilled Prawn

GRAN CORRALEJO AÑEJO

100% agave tequila, aged for 2 years in American oak barrels. A product of great excellence to be savoured in order to appreciate the flavour produced by time and the work that went into making its majestic bottle.

Colour: Ochre with highly intense light flashes.

Aroma: Rich tones combined with woody notes of chocolate, vanilla and walnut.

Finish: Silky with sweet tones, finishing with a lingering wood taste on the palate.

Alcohol content: 38%.

Perfect Serve: Tequila Riedel Glass
Caballito (Room temperature)
Glass with Ice & citric peel garnish
Sophisticated Cocktails.



PERFECT PAIRING



TEQUILA
CORRALEJO
★ 100% DE AGAVE ★

AWARDS



San Francisco world Spirits competition 2007 Double Gold Tequila Corralejo Reposado.

San Francisco world Spirits competition 2009 Double Gold Tequila Corralejo Reposado.

San Francisco world Spirits competition 2019 Double Gold Tequila Corralejo Reposado.



San Francisco world Spirits competition 2008 Gold Tequila Corralejo Blanco.

The Fifty Best Blanco Tequila Corralejo Double Gold Medal 2013.

The Fifty Best Blanco Tequila Corralejo Double Gold Medal 2014.



San Francisco world Spirits competition 2006 Double Gold Tequila Corralejo Añejo.

Internationaler Spirituosen Wettbewerb 2011 Gold Medal tequila Gran Corralejo Añejo.

TEQUILA CORRALEJO®
★ 100% DE AGAVE ★



The Spirits Business Master 2012 Gran Corralejo Añejo.



San Francisco world Spirits competition 2019 Gold Tequila 99000



Guinness world records The largest tequila tasting, 2010

MIXOLOGY

TEQUILA
CORRALEJO
★ 100% DE AGAVE ★

IBQ. VIANEY RIVERA CAMPERO

CORRALEJO BRAND AMBASSADOR

IBQ: Biochemical Engineer

Specialty: Science and food technology

Graduates:

- Liquor-Spirits
- Classic Mixology
- Cocktail Methodes and Techniques
- Mexican traditional Spirits Liquors
- Tequila Master
- Quality Control Laboratory



Vianey Rivera Campero



vianeyriverac



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#FSWSTAYATHOMESASON
LIVE STREAMING

FRIDAY 17th APRIL 1:30 PM MEXICO TIME
8:30 PM EUROPE TIME



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AGAVE TROPICAL

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& CORRALEJO

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MARGARITA AL PASTOR

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SELFIE



MIXOLOGÍA

CORRALEJO SAFE



INGREDIENTS:

- 45 ml Corralejo Reposado
- 15 ml yellow lemon juice
- 20 ml orange liqueur
- 10 ml simple syrup

THE FOREST



INGREDIENTS:

- 45 ml Tequila Reposado
 - 20 ml green lemon juice
 - 15 ml cantaloupe liqueur
 - 30 ml cucumber syrup
- Garnish: Long cucumber slice

CORRALEJO TONIC



INGREDIENTS:

- Corralejo Reposado
- 200 ml quinine water
- ½ orange slice
- ½ grapefruit slice
- Lemon slice

RED CARPET



INGREDIENTS:

- 45 ml Corralejo Añejo
 - 20 ml Granada liqueur
 - 15 ml yellow lemon juice
 - Dash of homemade grenadine
 - Sugar frosting stained with grenadine
- Garnish: Skewer with strawberry slices

99,000 JULEP



INGREDIENTS:

- 50 ml 99,000 Horas
 - 2 tablespoons of sugar
 - 8 mint sprigs
 - Crushed ice
- Garnish: Mint sprig.

MIXOLOGÍA

CINNALIENTO



INGREDIENTS:

- 45 ml Corralejo Blanco
- 10 ml Lemon juice
- 20 ml cinnamon syrup
- 60 ml Apple Juice
- Dash: Homemade Grenadine

MARGARITA AL PASTOR



INGREDIENTS:

- 1½ oz Tequila Corralejo Blanco
- ¾ Orange juice
- 2 oz Fresh pineapple juice
- 6 Basil springs
- Cilantro (garnish)
- ½ oz Syrup

LA MAGDALENA



INGREDIENTS:

- 1½ oz Corralejo Reposado Tequila
- ½ oz Lemon juice
- ¾ oz Syrup
- ½ Grapefruit slice
- 2 Cucumber slices
- 8 Mint springs
- Fizzy topping
- Cloves

THE FORGOTTEN EXPLORER



INGREDIENTS:

- 60 ml Tequila Corralejo Añejo
- 80 ml Beetroot juice
- 3 Springs fresh basil
- 1 Fresh lemon squeezed
- 1 teaspoon vanilla sugar
- Top up cracked Ice
- Top up lemonade
- Garnish: Brunch of slapped basil on top



QUESTIONS

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THANK YOU VERY MUCH!

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