www.tequilacorralejo.mx
www.fraternityspirits.com

TEQUILA CORRALEJO®

100% DE AGAVE

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HISTORY:
HACIENDA CORRALEJO

A MAGICAL & AUTHENTICAL 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.**

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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**.

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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.

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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 Wharehouses
9 International Wharehouses
4 Architectural complexes
Visitor Center: 10,000 Cask Barrels, Glass & Tequila Retail Shop etc...

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VIDEO: GLOBAL PRESENCE

VIDEO: Agave Fields

PRODUCTS

TEQUILA
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100% DE AGAVE

THE BOTTLE

From the start of operations at Tequila Corralejo, attention was given to the design of the bottle that would launch the new product.

The aim was to find something different and unheard of that when launched 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.

TEQUILA 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: 3 8% - 40%.

TEQUILA 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%.

TEQUILA 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%

TEQUILA
CORRALEJO®
100% DE AGAVE

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

TEQUILA
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100% DE AGAVE

99,000 HORAS

100% agave tequila aged for 18 months in American oak barrels. This process ensures an exquisite blend of refreshing flavours combined with smooth wood flavours.
99,000 Horas tequila is distilled out of a melancholy and intense love for quality. It represents a tranquil form of life where only that which is necessary gets done and the patience required for making great things is found.

Colour: Amber with hints of ochre.

Aroma: Notes of chocolate, vanilla and almond with intense oak aromas.

Finish: A silky full-bodied tequila that offers the palate intense notes of wood and chocolate confirming the exquisite aromas of this tequila.

Alcohol content: 38%.

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%.

AWARDS

91 Award CT Anejo_UltimatespiritsChallenge2020

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.

TheFiftyBest Blanco Tequila Corralejo Double Gold Medal 2013.

TheFiftyBest 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.

The Spirits Business Master 2012 Gran Corralejo Añejo.

Guinnes world records The largest tequila tasting 2010

San Francisco world Spirits competition 2019 Gold Tequila 99000

TEQUILA CORRALEJO®
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PRODUCTION PROCESS

TEQUILA CORRALEJO PRODUCTION PROCESS

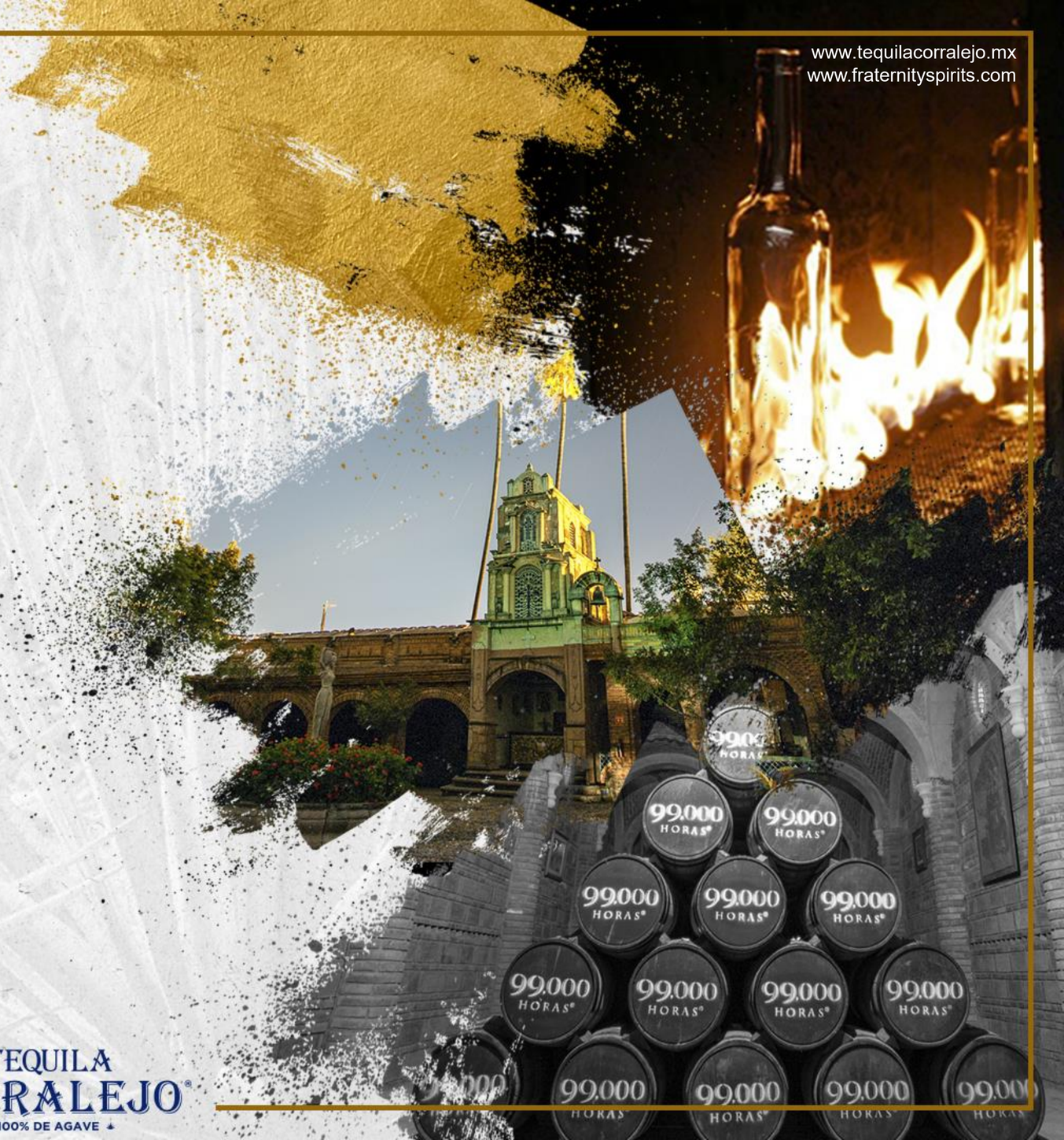
TEQUILA
CORRALEJO®
100% DE AGAVE

AGAVE HARVESTING

- It takes 6- 7 years to grow agave
- 100% Blue Agave Tequilana Weber
- Privately Owned Fields in Penjamo, Guanajuato

BOTTLING PLANT VISITOR CENTER, 99,000 HORAS CASTLE AND MUSEUM

- Industrial Vidriera Del Bajio (Glass Factory) Penjamo, Guanajuato
- Visitor Center: 10,000 Cask Barrels, Glass & Tequila Retail Shop etc...
- 99,000 Horas Anejo Castle



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BRAND POSITIONING

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LIFE SQUEEZERS

They are fun, authentic, cheerful, active, outgoing, open, curious, risky, authentic and thriving.

Globalized connected, “in the know”, fashion, likes trendy places that offers an alternative or authentic concept.
Search new options / alternatives.
Seekers of identity / self-image, different from the majority.
Innovative: open and interested in trying new products.
He loves to be testing new products**. Refined and trendy places are ideal for him, he moves like a fish in water**.
Brands, products, everything in fashion has to go through his hands. For him, drinking alcohol is a pleasant experience. It does not because others do. You can enjoy a good alcoholic drink either alone or accompanied. Yes, it has to be a prestigious and renowned brand.
Interested in projecting knowledge / “world” / experience.
His hedonism translates into immediate and pleasures.
Rather than measuring success in economic values, measured in experiences. Therefore, he likes to have fun along the way.
He wants to continue learning and growing. He wants trusted brands and more substance. He needs thing that help him stand out and be different.
His attitude is much more youthful, playful and enjoyment.

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TARGET CONSUMERS: 5W'S

WHO

Men (50%), women (50%), 27-40 years old, SEL C+, C fun, cheerful, active, outgoing, open, curious, creative, self-confident, risky, authentic, thriving Globalized connected, "in the know", go to trendy, new, high end places that offers an alternative or authentic concepts. Seeks social ocassions for "good times" Want to continue learning and growing. Want more substance and brands to trust. Drinking alcohol is a pleasant experience. Can enjoy a good alcoholic drink either alone or accompanied. His hedonism translates into inmmediate and everyday pleasures. His attitude is much more youthul, playful and enjoyment.

WHERE

Primary off-trade, and on-trade quality / trendy restaurants and bars

WHEN

On the day after 12 PM, before, during and after meals, afterwork and nightlife - especially weekends.

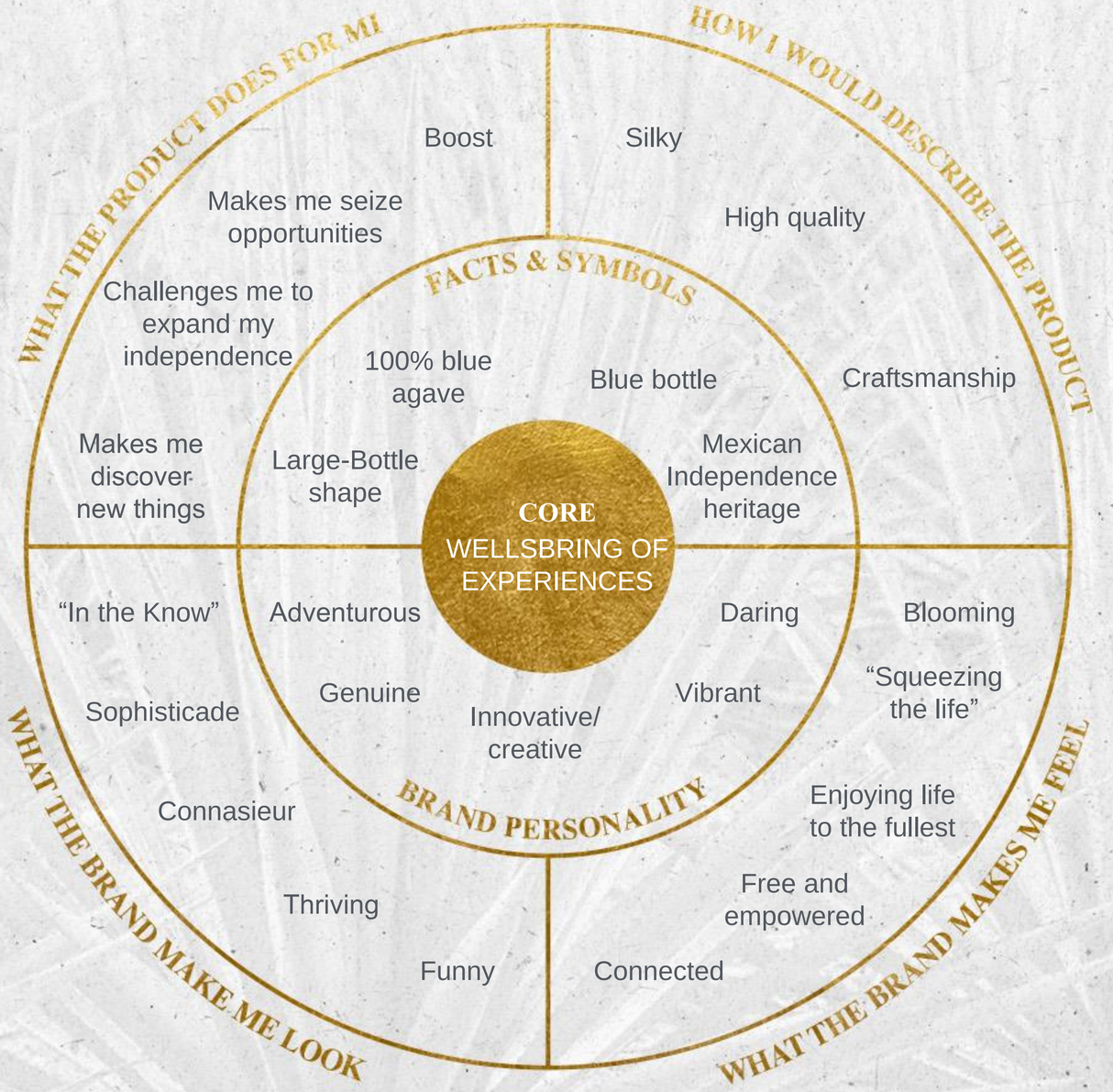
WHY

The way they measure success is through their experiences

WHAT

Premium Tequilas, ron, ginebra, whisky, wine, cava, vermut. Cocteles: Ron-Cola, Whisky-Cola, Gintonic

BRAND ESSENCE WHEEL



TEQUILA CORRALEJO®
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SINGULAR & OWNABLE BRAND BENEFIT

“A bringer of new things"

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.

BENCHMARK
PRICING POSITIONING

Corralejo Reposado
750 ml
USD $ 34.99

1800 Reposado
750 ml
USD $ 29.99

Cazadores Reposado
750 ml
USD $ 34.99

Don Ramón Reposado
750 ml
USD $ 34.99

Centenario Reposado
750 ml
USD $ 34.99

Tres Agaves Reposado
750 ml
USD $ 34.99

Leyenda del Milagro
Reposado
750 ml
USD $ 34.99

Corralejo Blanco
750 ml
USD $ 29.99

1800 Silver
750 ml
USD $ 29.99

Cazadores Blanco
750 ml
USD $ 29.99

Antiguo Blanco
750 ml
USD $ 29.99

Tres Agaves Blanco
750 ml
USD $ 29.99

Olmeca Altos Blanco
750 ml
USD $ 24.99

Centenario Plata
750 ml
USD $ 35.99

Don Ramón Silver
750 ml
USD $ 35.99

Corralejo Añejo
750 ml
USD $ 40.99

1800 Añejo
750 ml
USD $ 35.99

Cazadores Añejo
750 ml
USD $ 39.99

Hornitos Black Añejo
750 ml
USD $ 34.99

Antiguo Añejo
750 ml
USD $ 42.99

Tres Agaves Añejo
750 ml
USD $ 46.99

Don Ramón Añejo
750 ml
USD $ 39.99

Leyenda Milagro Añejo
750 ml
USD $ 39.99

Corralejo Triple Destilado
Reposado
750 ml
USD $ 39.99

Corralejo 99000 Horas
Añejo
750 ml
USD $ 59.99

Gran Corralejo
Añejo
1 l
USD $ 119.99

Corralejo 1821
Extra Añejo
750 ml
USD $ 149.99

COMMUNICATION & BRANDING

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TEQUILA CORRALEJO AND ITS INDEPENDENCE HERITAGE

Our DNA is shaped mainly by the heritage of Mexican Independence. But what is independence?

It is the freedom to act for ourselves, according to our own knowledge and thoughts, and to do as we believe without being subject to rigid standards. It means always seeking out new ways of doing things in order to improve. We believe that independence is not an inert state; it is rather something of the here and now that evolves from day to day.

We are talking about everything from humanity's greatest movements and achievements for independence to the smallest actions that individuals carry out to enjoy independence in their everyday lives. Independence is for those who dare to take the first step, who break rules that have been imposed generation after generation, who expand borders and appreciate what they have while always looking for ways to innovate. "Those with pride stand tall" in front of everyone. Just like our unique bottle. That is why at Corralejo we promote our independence on a daily basis by challenging ourselves to try new things, to enjoy life to the fullest, to seize opportunities and to enrich our own lives.

That is why Corralejo promotes our independence day by day, challenging us to try new things, to enjoy life to the fullest, to seize opportunities and enrich our lives.

The 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 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.

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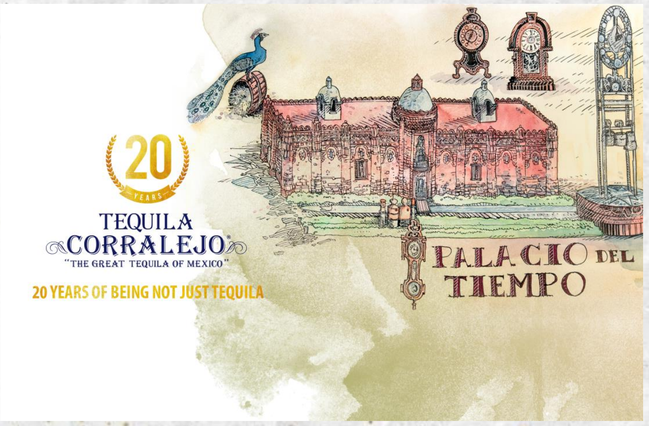

TEQUILA CORRALEJO®
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WINES OF THE NEW WORLD;

A WORLD FULL OF PLEASENT SURPRISES!

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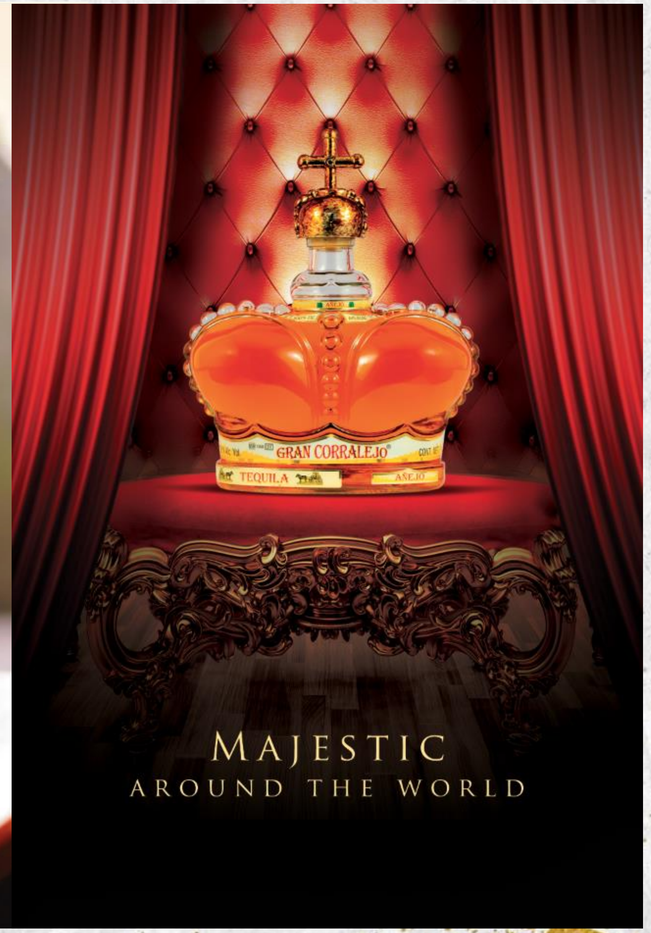
CORRALEJO FAMILY POSTERS



MIXOLOGY

TEQUILA
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MARGARITA AL PASTOR

SELFIE

AGAVE TROPICAL

MIXOLOGIA CORRALEJO®

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.

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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
- 3/4 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
- 3/4 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 basilon top

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POS

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