

RABBITS DISCOVERED IT. WE PERFECTED IT.



Suerte is among 1% of tequila brands labeled Tahona. To be 100% tahona means that every pina from the oven gets crushed under a two-ton stone; slowly, repeatedly for 24 hours to release all the sugars. Other tequila producers use shredders to process the pinas, but the stone yields a more distinctive and nuanced agave flavor, and most agree, a better tequila.

SUERTE MEANS LUCK

- PRIVATE SINGLE DISTILLERY
- SLOW ROASTED FOR 52 HOURS IN A TRADITIONAL BRICK OVEN
- TAHONA CRUSHED TO PERFECTION
- INFUSED WITH PURE SPRING WATERS OF THE HIGHLANDS OF JALISCO



BLANCO

Our double-distilled Blanco rests for a minimum of 2 months in stainless steel prior to bottlings, yielding an incredibly smooth finish with pleasant herbal, citrus and sweet notes.



REPOSADO

Our Reposado rests in charred American White Oak whiskey barrels for 7 months, resulting in a perfect balance of oak, pure agave, subtle plum and butterscotch notes.



AÑEJO

Our Añejo is aged one year in either a used charred white American whiskey barrel or a French Oak barrel, then blended together to create a complex and full bodied flavor of ripe fruit, caramel, maple and honey.



STILL STRENGTH

Jackalopes are a sign of good luck. This is tequila in its purest form. Twice distilled to 104 proof, for a taste that's the absolute essence of vibrant Blue Weber Agave.



AND THE RABBITS?



WELL, TO US,
THEY'RE HEROES.

suerte
TEQUILA