

# Suerte



PURE 100% AGAVE TEQUILA **BLANCO**



**Crushed to perfection. True tequila taste made better with tahona.**

RESTED 2 MONTHS IN STAINLESS STEEL

A favorite of the founders, our Blanco offers such an incredibly smooth finish and distinct herbal notes that they love to sip it straight. To those who prefer to mix, cocktails never had it so good.





# SUERTE MEANS LUCK



## PURE 100% AGAVE TEQUILA

**Only 2% of registered tequila brands have a dedicated distillery. Here's what that means for Suerte:**

### QUALITY

We own the land in Jalisco, so we have total control of the process from start to finish, down to the bottling line; ensuring every bottle is up to our standards.

### SUSTAINABILITY

Suerte is infused with the revitalizing and healing waters of the natural spring that flows from our hometown of Atotonilco El Alto. All of our ingredients are locally sourced, and we are 100% committed to the best quality, conditions, and methods for our product, our land and our people.

### INNOVATION

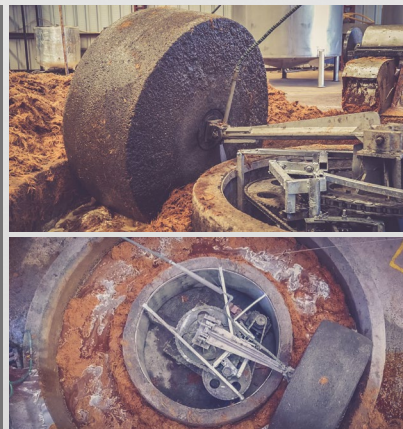
Because we control the process, developing new tequila expressions and taking advantage of market trends is faster and easier.



## Suerte is among only 1% of tequila brands labeled TAHONA



To be 100% Tahona means that every piña from the oven gets crushed under a two-ton stone; slowly, repetitively, for 24 hours to release all the sugars. Other tequila producers use shredders to process the piñas, but the stone yields a more distinctive and nuanced agave flavor and, most people agree, a better tequila.



*"Having our own distillery allows us to do things the right way, the noble way. It's the way I do everything."*  
Pedro Hernandez Barba, Master Distiller



## Here's to the rabbits who discovered tequila.



Centuries ago, legend has it, an Aztec farmer's wife saw lots of rabbits bouncing merrily through her fields, lapping up the juices from the fermented agave plants. She went out and collected some of the agave nectar and brought it back to the village. For the first time ever, people got to taste the happy miracle of tequila. Ultimately, the wife was crowned Mayahuel, the Aztec Goddess of Tequila.

And the rabbits? Well, to us, they're heroes.

