



PRESENTS

# TEQUILA TALK

WITH  TEQUILA HERRADURA  el Jimador

## Hola!



Welcome to the very last issue of Tequila Talk!

To wrap things up, this time we're giving you a glimpse into the bottling process, the final step before our delicious tequila goes out to the world. We've also included a 'winter-warmer' cocktail to help you make the most of those cold, winter nights. All topped off with something special for your bucket list - the Tequila Herradura Express!

We hope you've enjoyed being with us on our journey through tequila, and that you've been inspired to make a cocktail or two along the way!

Gracias,

The Casa Herradura Team

## BOTTLED & READY FOR YOU TO ENJOY

From planting the agave to bottling the final tequila, every step of the tequila making process is carefully controlled and carried out right here at the Hacienda San Jose del Refugio.

Strict regulations on labelling tell you the type of tequila, where it was produced, and how long it was aged. Both el Jimador and Herradura tequilas are 100% Blue Agave tequilas and by law these along with all "100% Blue Agave" tequilas must be bottled in Mexico. Look out for the official classification on every bottle!

Since 2006, mixto tequila is allowed to be bottled outside the official tequila territory, but their label will only read "Tequila".

**Tequila bottles are no longer merely containers to hold your favourite spirit, then thrown away. They have become a work of art – even a collectors' item – and look exquisite on the mantle or refashioned as glass decanters.**

**Today the Casa Herradura story continues at our state-of-the-art production facility where the finest of traditional methods are enhanced by modern technology.**

But don't take our word for it - visit for yourself on the Herradura Express - a unique train ride through magnificent Mexico! Choose to travel in the Premium Bar, Club Car or First Class Car, and starting from Guadalajara the train will take you through the rich landscapes of Jalisco before arriving in Amatitan, the birthplace of Tequila. Here you'll discover first-hand how this signature spirit was created in 1870 at our authentic distillery. You'll also enjoy a tour of our modern, state-of-the-art distillery, together with lunch, live entertainment - and of course a taste of our delicious tequila! In fact, it's the tequila experience of a lifetime!

● Amatitan

TEQUILA  
HERRADURA  
EXPRESS

● Guadalajara

## FEATURED Cocktail

# THE HERRADURA WINTER WARMER

WITH HERRADURA REPOSADO

### INGREDIENTS

30ml Herradura Reposado  
Black coffee  
10ml Agave syrup or sugar  
Cream (whipped to  
thicken a little)

SERVES  
ONE

### RECIPE

- 1 Pour tequila and Agave syrup into cup and stir.
- 2 Fill most of the way with black plunger coffee.
- 3 Gently pour thickened cream on top.
- 4 Sprinkle with your choice of topping.



— THE HORSE SHOE IS UPSIDE DOWN ON THE BOTTLE —  
**SO, WHEN  
POURED** THE HORSE SHOE 'POURS OUT' GOOD FORTUNE  
FOR THOSE WHO DRINK OUR TEQUILA



HERRADURA MEANS  
'HORSE SHOE' IN SPANISH  
— A HORSE SHOE IS A  
**LUCKY CHARM**  
MEANING GOOD FORTUNE



EL JIMADOR IS NAMED AFTER  
**THE "JIMADOR"**  
(THE SKILLED WORKERS WHO CUT DOWN THE AGAVE)

Comments: Please contact [kate.rowe@hancocks.co.nz](mailto:kate.rowe@hancocks.co.nz) or  
check out our Facebook page at Facebook/Casa Herradura

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