

TEQUILA

AUTHENTIC HANDCRAFTED



SMALL BATCH ULTRA PREMIUM



WWW.TEQUILAELECRETO.COM

HANDCRAFTED ULTRA PREMIUM TEQUILA
AUTHENTIC FROM JALISCO, MEXICO

100% PURO DE AGAVE



THE BEST OF MEXICO
IS NOT IT'S TRADITIONS

OUR STORY
HANDCRAFTED
ULTRA PREMIUM

THE FAMILY
THE BOTTLE

TOP 10 REASONS
WHY EL DECRETO IS YOUR BEST OPTION

AUTHENTIC PREMIUM
INTERNATIONAL AWARDS

MIXOLOGY
THE SOUL

IT'S
TEQUILA

© LICENSED TRADEMARK FOR EL DECRETO SPIRITS S.A. DE C.V. / JALISCO / MEXICO / 2014-2018 EL DECRETO SPIRITS S.A. DE C.V. / 40% Alc. Vol. (80 PROOF.) DRINK RESPONSIBLY

THE BEST OF MEXICO
IS NOT IT'S BEACHES

IT'S TEQUILA

AUTHENTIC HANDCRAFTED



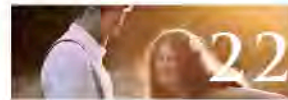
SMALL BATCH ULTRA PREMIUM



HANDCRAFTED ULTRA PREMIUM TEQUILA
AUTHENTIC FROM JALISCO, MEXICO



OUR STORY	5
HANDCRAFTED ULTRA PREMIUM	6
THE FAMILY	8
THE BOTTLE	16
TOP 10 REASONS WHY EL DECRETOS IS YOUR BEST OPTION	17
AUTHENTIC PREMIUM	18
INTERNATIONAL AWARDS	20
MIXOLOGY	21
THE SOUL	22



Decree your life

There is always a great story to tell, and ours has been defined by a decree of authenticity.

Back in '80s, our lives enjoyed the mystic of a delicious spirit called tequila; marked as the way of life in the heart of tequila homeland.

We have seen all kind of tequila brands coming and going, but the real thing is that we demand something genuine and authentic to share with our friends and tequila lovers with passion.

Our Authenticity ensures we grow, mature, create ourselves, and project into the future as the result from the understanding and approval of our drives and origin. A goal that is intrinsic to the "Good Life".

Your life must be ruled by decrees to become better everyday and impact your Authenticity in "Everything you do". This is the nature of our desire to create something Authentic by Decree, in which one is true to one's own spirit and character by "facing reality, making a choice and then passionately sticking with it".

Be Authentic, Be Genuine, Be Knowledgeable,
Be Engaging,

Be You!

There's only one you and you're the best at being you than anyone. Embrace it. Share it. Live it. Give it.

CEO | EL DECRETOS SPIRITS
JUAN F. ASENCIO



VP | EL DECRETOS SPIRITS
DIEGO ASENCIO

VP | NEW BUSINESS
ALEX MAESTRE

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HANDCRAFTED ULTRA PREMIUM TEQUILA

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100% PURE BLUE AGAVE

HANDCRAFTED ULTRA PREMIUM TEQUILA



Decree your life



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EL DECRETO®
TEQUILA
BLANCO | SILVER

El Decreto® Tequila Blanco gives you the taste of purity. Clear body and the finest natural flavor fresh from the distillery to you.

Unaged Double-distilled with a soft & complex body, aroma and delicate taste.

Tasting Notes:
Olive, Banana, Grapefruit, Mint.

HANDCRAFTED ULTRA PREMIUM TEQUILA

HANDCRAFTED
ULTRA PREMIUM
TEQUILA

94
PTS.
THE TASTING PANEL MAGAZINE



EL DECRETO®
TEQUILA
REPOSADO | AGED

El Decreto® Tequila Reposado means respect. It invites to experience fine wood taste and smooth flavor with a strict body crafted for demanding palates.

Rested in American oak barrels for **8 months**.

Tasting Notes:
Walnut, Hazelnut, Banana,
Chocolate.

HANDCRAFTED ULTRA PREMIUM TEQUILA



EL DECRETO®
TEQUILA
AÑEJO | EXTRA AGED

El Decreto® Tequila Añejo is a step ahead of the rest. Its wooden taste and smooth flavor is complemented by its perfect body. Its superiority demands you to drink it straight. Carefully rested in American oak barrels for **18 months**. This long maturing time ensures our high quality profile and unique tasting notes.

Tasting Notes:
Coffee, Hazelnut, Almond,
Chocolate.

HANDCRAFTED ULTRA PREMIUM TEQUILA

HANDCRAFTED ULTRA PREMIUM TEQUILA



EL DECRETO®
TEQUILA
EXTRA AÑEJO | ULTRA AGED

El Decreto® Tequila Extra Añejo is a special reserve of the house. It is meant for tequila-educated palates. Individually handmade and each bottle is unique for connoisseurs. Its excellent body harmonizes aged for the perfect and special amount of time. Delightful ancestral wooden taste with delicate smooth flavour and pleasant mount end-up. Carefully rested in American Oak Barrels for **36-47 months**. Its superiority demands it to taste it straight.

Tasting Notes:
Caramel, ancestral Walnut and blue agave honey.

HANDCRAFTED ULTRA PREMIUM TEQUILA

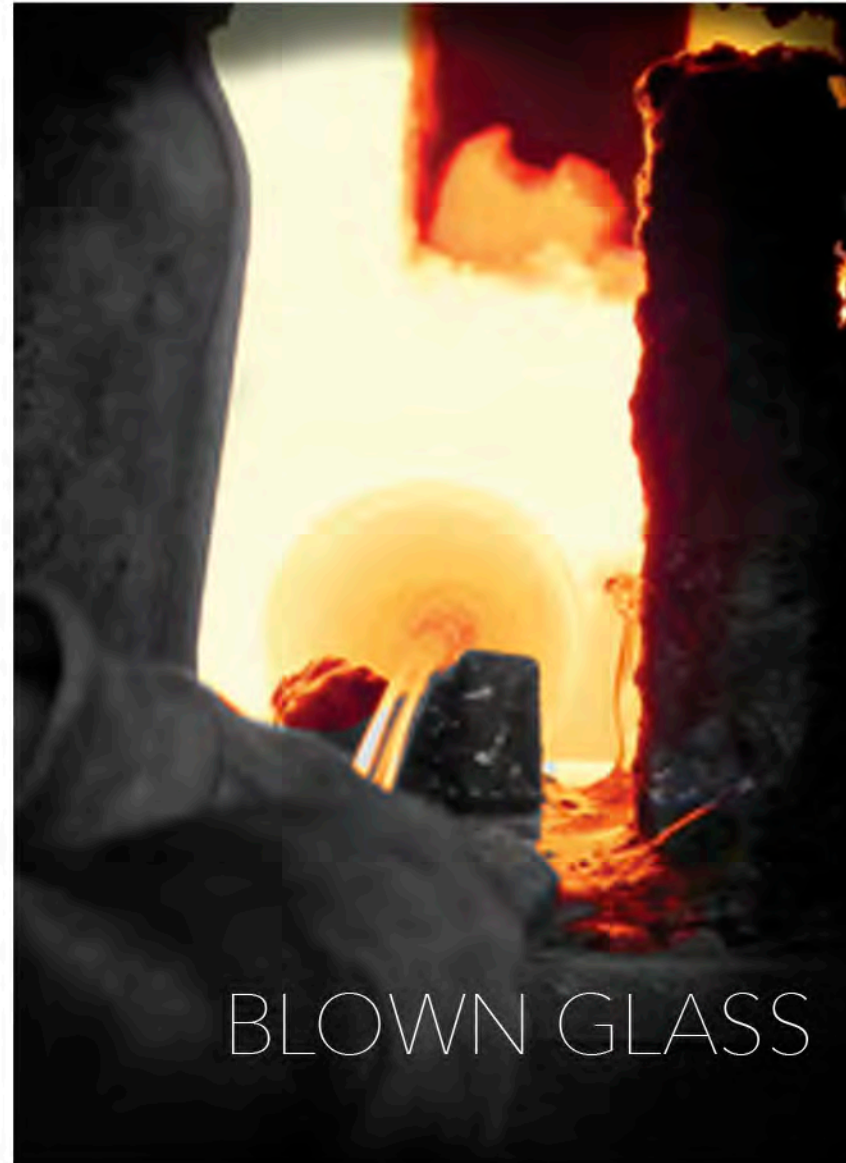
HANDCRAFTED ULTRA PREMIUM TEQUILA



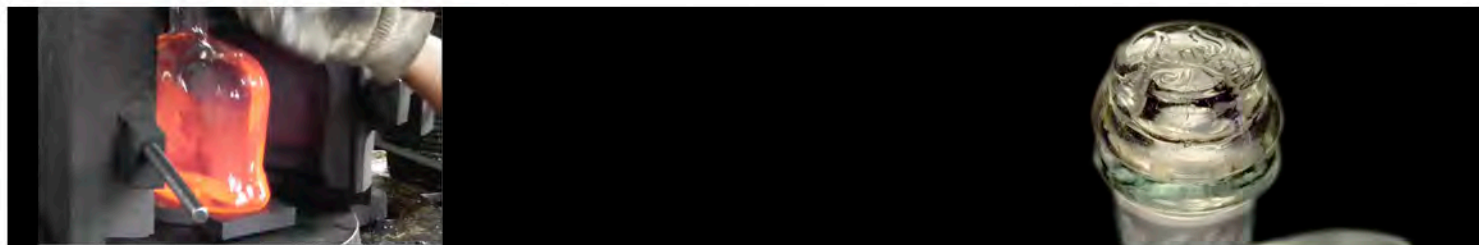
EL DECRETO TEQUILA THE BOTTLE



EVERY BOTTLE IS
A UNIQUE PIECE!



Artisan handcrafted Blown-Glass inspiration creates each bottle as a **unique piece**, carefully designed, fresh and innovative for our fans and collectors.



HANDCRAFTED PREMIUM TEQUILA

TOP 10 REASONS WHY EL DECRETO IS YOUR BEST OPTION



WWW.TEQUILAELEDRETO.COM



AUTHENTIC PREMIUM TEQUILA

100% PURE BLUE AGAVE

FROM HIGHLANDS

EXTREME CARE WHEN CHOOSING **BEST** AGAVE PLANTS

STEAM AUTOCLAVES

NATURAL 5 TO 7 DAYS FERMENTATION

DOUBLE DISTILLATION ELIMINATES **HIGH** PERCENTAGE OF DISTILLED ALCOHOL

CAREFULLY **RESTED** IN AMERICAN OAK BARRELS FROM **2 TO 18** MONTHS PERIOD.



STRAWBERRY MARGARITA

- 1 oz EL DECRETO® Tequila Blanco
- 1/2 Triple Sec
- 1/2 oz Strawberry schnapps
- 1/2 oz Lemon juice
- 2 tablespoons strawberry puree

NEAT OR MIXED

GREAT CHOICE

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INTERNATIONAL AWARDS

GOLD Medal Award 2015
WSWA Wine & Spirits Wholesalers of America Tasting Competition.
www.wswaconvention.org



SILVER Medal Award 2015
WSWA Wine & Spirits Wholesalers of America Tasting Competition.
www.wswaconvention.org



BEST OF THE BEST Award 2011
Tequila.Net Awards 2011
www.tequila.net

PLATINUM Medal Award 2011
The Spirits International Prestige Awards.
www.sipawards.com

SILVER Medal Award 2011
IWSC Group's Polished Palate Spirits of Mexico Tasting Competition.
www.polishedpalate.com

SILVER Medal Award 2011
The Spirits International Prestige Awards.
www.sipawards.com

GOLD Medal Award 2011
IWSC Group's Polished Palate Spirits of Mexico Tasting Competition.
www.polishedpalate.com

SILVER Medal Award 2011
IWSC Group's Polished Palate Spirits of Mexico Tasting Competition.
www.polishedpalate.com

BRONZE Medal Award 2011
The Spirits International Prestige Awards.
www.sipawards.com



EL DECRETO® MANGO LION

1 oz. EL DECRETO Tequila Blanco
0.5 oz. Chile Ancho Liquor "Ancho Reyes"
1.5 oz. Mango Nectar (or Juice)
0.5 oz. Natural Syrup
0.25 oz. Lemon Juice

- Cool all ingredients in a shaker.
- Strain on an Old-Fashioned glass with crushed ice.
- Garnish with diced mango and a strip of chile ancho (no seeds) above.

AUTOR: Moroni Varela, Mixologist
-SELECTED COCKTAIL-
*CALL FOR COCKTAILS MIXOLOGY COMPETITION
WSWA 72nd ANNUAL CONVENTION & EXPOSITION
GRANDE LAKES ORLANDO FL. APRIL 2015

THE CREATIVE SOUL OF "EL DECRETO"

In the U.S., tequila is experiencing both "premiumization" -the positioning of the product as a high-end item with status and snob appeal- and "diversification" which offers the consumer many alternatives beyond the established brands.

EL DECRETO® TEQUILA is one of those alternatives.

Slogan:
Decree your Life



AUTHENTIC

The value of Authenticity is to have the courage and conviction of being as we are in full and sincere, with honesty regardless of external standards, fashions, traditions or beliefs.



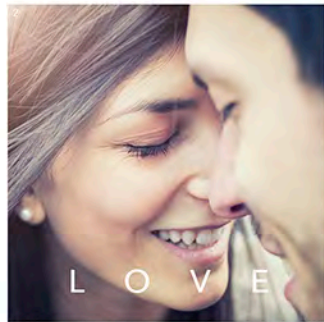
FREEDOM

The human treasure by excellence to decide by own will, to make your own choices in Life.



SENSUALITY

The value of Sensuality stimulates attraction, excitement, eroticism, magnetism, and creates emotional reactions.



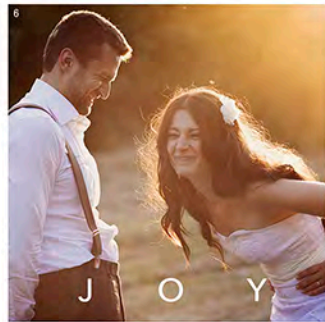
LOVE

The value of Love is the common good ideal. To care, share, help, and respect to enhance coexistence.



BENEVOLENT

The value of Benevolence is tolerance, judgment and empathy to pursue the common success.



JOY

The value of Joy is feeling the accomplishment of having done something good, with sacrifice or not and with detachment. Is to spread peace wherever you are.



HUMILITY

The value of Humility is Simplicity, which sometimes goes unnoticed but its inner strength and charm is much deeper and more permanent.



FRIENDSHIP

The value of Friendship is trust, to share, to grow, to enjoy, to love and to Live. Is to be able to establish relationships with others characterized by freedom, comprehension and communication.

EL DECRETO is confidence, to know whom to trust, grow, enjoy, love, live; is mature and cheerful at the same time to reduce stress, is being optimistic in your present and your future, is to share and break selfishness.

This is El Decreto by decree.

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