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## **CAZADORES® Tequilas in Travel Retail**

CAZADORES was created in 1922 by a Los Altos farmer in the highlands of Mexico. Confident he could change the perception of his Blue Tequiliana Weber Agave plants by producing high-quality distilled liquor, he spent years refining the recipe that became the “original” CAZADORES Tequila. With time, Tequila CAZADORES’ reputation spread, and by 1973 it was so widely enjoyed that a new distillery was opened to meet the growing demand for its unique flavor. In tribute to the farmer’s determined pursuit to create the world’s finest, the tequila is called “CAZADORES,” Spanish for “hunters.”

The highland deer on the label reflects the importance of the agave’s highland origins. Only 100% blue agave grown in the town of Arandas in the region of Los Altos is used to create CAZADORES. Five hundred metres above the hot, desert-like Tequila valley where most tequilas are produced, Arandas is cooler and wetter, with distinctive red, mineral-rich soil.

These ideal agave growing conditions result in larger, sweeter, and juicier piñas (the sap-filled hearts of the agave) than those grown in the Tequila valley. Each agave plant takes eight to twelve years to mature, at which time the piñas are hand-harvested. In addition to starting with higher quality piñas, CAZADORES is the only tequila producer that goes to the trouble and expense of cutting away the bitter, acidic cone at the top of the piña.

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Next is a rigorous, five-step production process. First, the piñas are sliced and steamed for ten to twelve hours; next, they are heated and ground. From there, the tequila undergoes a seven-day fermentation, and then a 24-hour distillation. The master distiller creates CAZADORES Tequila's unique character by isolating floral and light spice elements, and combining them with notes of citrus and vanilla. CAZADORES' distinctive body, rich bouquet, amber colour, and smooth flavour are a result of aging in a special variety of American white oak casks.

To fully appreciate the exceptional smoothness of CAZADORES Tequilas, sip and slowly savour CAZADORES Reposado or CAZADORES Añejo neat, or enjoy CAZADORES Blanco or CAZADORES Reposado in classic tequila cocktails like the Margarita or Sangrita.

For further information, please visit [www.cazadores.com](http://www.cazadores.com). CAZADORES is a registered trademark. Please enjoy CAZADORES responsibly.

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**Note to Editors**

Bacardi Global Travel Retail Division was established as a stand-alone business unit in January 2006. Through its premium and super-premium brands, including BACARDI® Rum, DEWAR'S® Blended Scotch Whisky, GREY GOOSE® Vodka and Flavoured Vodkas, BOMBAY SAPPHIRE® Gin, MARTINI® Vermouth, 42 BELOW® Vodka and Flavoured Vodkas, and OTARD® Cognac, Bacardi Global Travel Retail Division works to create innovative partnerships and unique experiences for travellers.

Bacardi Global Travel Retail is proud to support the European Travel Retail Council and other industry bodies in their work to protect the interests of the travelling public and the Travel Retail industry.

*For more information on or artwork of Tequila CAZADORES and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications  
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