

REDEFINING ULTRA PREMIUM TEQUILA



Cruz Tequila is made from only estate-grown agave from the highlands of the prestigious Los Altos region of Jalisco, Mexico. Cruz's estate is at one of the highest elevations in Los Altos, approximately 6,500 feet above sea level. The terroir's outstanding combination of altitude, climate and volcanic-rich soil gives Cruz's agaves the qualities that lead to the Tequila's unique flavors. Tight control of manufacturing technique allows Cruz's Jimadors to select the top agaves. Many employees are also family members or friends of co-founders Pep and Saulo Katcher, who grew up among the local agave fields. A focus on careful cooking, shredding, pressing and distilling sets the Cruz

brand apart. Only the hearts of the piñas, which are the juiciest and best part of the agave plant, are used. Other distillers may leave some of the plant's pencas (pointing leaves) or the stamens on the agave plant during the production process to increase the total yield which can create bitter flavors. Cruz is a clean, soft, sweet-tasting Tequila. These high standards make Cruz's production as much as twice as costly as average Tequilas. Cruz has always chosen to exceed, in terms of dedication to quality and taste perfection, the standards set by The El Consejo Regulador del Tequila, the Mexican-based organization that controls product quality and promotes the category.

Cruz means cross in Spanish, a name chosen for its link to Mexican culture. The undulating bottle is reminiscent of the hilly countryside found in both in the Los Altos region of Jalisco and the threesome's adoptive home of Arizona. The Tequila's elegant and food-friendly taste profile lingers on the tongue like a fine wine, much in the same way that the founders hope it will also make an enduring impression on top lists and shelves around the country.



What is so unique and distinctive about Cruz Tequila?

Cruz is less green and has more accessible flavors than other Tequilas, thanks to specialized harvest and production specifications—such as innovative agave pifa shaving and gentle shredding and pressing—and is delightful on its own.

Purity: The brand is an artisanal, double-distilled and filtered spirit created to provide a smooth, creamy and elegant taste.

Sippability: This Tequila's flavor is so refined and approachable there is no need to disguise it with lime and/or mixers.

Mixability: If a mixed drink is the call, Cruz's soft flavors make it ideal for use in a wide range of cocktails, especially fruit-driven drinks.

Food Friendly: Sourced from the prestigious terrior of Jalisco's Los Altos region, Cruz lingers on the palate like a fine wine.

Origins: Cruz is produced in the prestigious region of Los Altos, which means highlands in Spanish. It is a high-altitude and mineral-rich region which translates its agricultural bounty into the spirits that are distilled there.

Founder/supplier synergies: Cruz's founders are part of a family business, much like Trinchero, and their vision for the brand's presence on restaurant lists—and store shelves—is focused on providing American consumers with a unique Tequila experience that is tailored to their palates.

Unique design: Cruz is packaged in a distinct earth- and mountain-inspired bottle evocative of the hilly terrior of both Los Altos in Jalisco and much of Arizona, where the Tequila's founders live. The bottles are individually numbered, hand blown and fully recyclable.

Exclusive: Cruz is currently available in a limited number of markets with a focus on key accounts in the on-premise sector.

CRUZ TEQUILA PRODUCT SPECIFICATIONS	
	
SILVER Crystal clear with creamy, spicy agave, sweet vanilla and crisp citrus flavor, and balanced with a warm honey finish.	REPOSADO Rests in American oak whiskey barrels for 5 months. Light straw color with golden tones. The buttery flavor has a blend of almond, vanilla and caramel with a soft smooth finish unlike any others.
SIZE 750 ML PACK 6 PROOF 80 CASE DIMENSIONS (L" X W" X H") 8.94 x 20.01 x 7.68 CASE WEIGHT (LBS) 24.25 CASES / LAYER (CS) 9 CASES / PALLET (CS) 63 LAYERS/ PALLET 7 PALLET HEIGHT 60.0  8 90344 00201 9	SIZE 750 ML PACK 6 PROOF 80 CASE DIMENSIONS (L" X W" X H") 8.94 x 20.01 x 7.68 CASE WEIGHT (LBS) 24.25 CASES / LAYER (CS) 9 CASES / PALLET (CS) 63 LAYERS/ PALLET 7 PALLET HEIGHT 60.0  8 90344 00200 2