




AMATITEÑA
TEQUILA 100% AGAVE AZUL

AMATITEÑA®

TEQUILA BLANCO

NOM 1477 CRT			TEQUILA 100% de agave azul		
PRODUCT OF MEXICO		BOTTLE NUMBER:			
MASTER DISTILLER <i>Alberto Pineda</i>			FIELD:		
42% Alc. by Vol.		NET. CONT. 750 ml		LOTE:	
CRUSHING: <i>tahona</i>			DISTILLATION: <i>copper pot still</i>		
COOKING: <i>fire / wood</i>			FERMENTATION: <i>wild</i>		

The name of Amateña refers to the woman born in the municipality of Amatitán, part of the valley of the Tequila volcano. The history of this town goes back to the pre-Hispanic era, where the locals created the ancient Mexcalli beverage, originated from the blue agave. With the arrival of the Spaniards and their different tools and equipment brought from Europe, combined with the knowledge of the locals, the drink of tequila was born. From that time until now, the presence of women from the land of Amatitán has been key to the development and creation of numerous brands. Our product is a recognition for their work and the great importance of their legacy.





Diverse and beautiful houses and buildings from Amatitán have been preserved decade after decade. Between 1937 and 1942 the renown architect Luis Barragán along with his colleague Ignacio Díaz Morales, took part of the remodeling of the Templo de la Inmaculada Concepción, which was built at the end of the 1700s.





Our fields, situated along the breath-taking landscape of the valleys, are cultivated with the best blue agaves. We are grateful for the fruits that Mother Earth has given us, and it's our job to preserve and take care of them. The people involved in the process, not only appreciate this gift but gives it more value because it's also the result of years of tradition. Generations after generations of Master Distillers, Jimadores, Artisans, Technicians, Handcrafters along with other different professions, take part in the everyday tasks of the production of tequila.





From the wee hours of the morning, our Jimadores go out to the fields, carrying their Coa's, an ancient and very sharp tool that it's used to chop off the agave leaves. At first sight, it might look simple to do this process, but it requires hours and hours of practice, technique and endurance.



With stone ovens and the heat of direct mesquite wood fire, our agaves are cooked to preserve their soft and sweet flavors.





We choose to extract the juices like our ancestors did, with the traditional Tahona. It's a very heavy and large volcanic stone, implemented to crush the roasted hearts of the agaves and that has been modernized to move with a mechanical arm.





The distillation is made inside original copper stills and geometry pots, where the liquid is transformed directly over low heat, resulting in the most exquisite aromas, texture and taste of tequila.

And last but not least, every single bottle is inspected, sealed, dressed, and marked by hand. This way, we take special attention to all the details to achieve the complete satisfaction of every one of our clients.





We hope that you enjoy this beautiful book. Our goal is to keep our traditions alive, and that the entire world recognizes the importance and hard work that we put day after day with the creation of this incredible beverage: Tequila Amatiteña.

Alberto Pontida
MASTER DISTILLER



