



Introducing an exciting, new entrant into the fast-growing premium tequila market. Rooster Rojo is produced in the very heart of Jalisco, the home of tequila, at the base of the Volcán de Tequila. It is made from **100% Blue Weber Agave**, and is Kosher certified.

Rooster Rojo represents the best in traditional tequila making techniques coupled with great passion, pursuit for perfection and 45 years of distillation experience of our **Master Distiller, Arturo Fuentes Cortes**.

The brand symbol – **the Red Rooster** is a very special bird in Mexico: it is a sign of the sun and signifies luck, courage, heroism and cultural pride. The Rooster has been a part of the very national identity of Mexican culture for hundreds of years.

BRAND ESSENCE - "RELEASE YOURSELF" Try what you never tried, be brave and live life to the fullest. Rooster Rojo consumers are true to themselves, they are daring, risk takers, brave, creative and they break the mold. They are the true disrupters in everything that they undertake.

TASTING NOTES

BLANCO	REPOSADO	ANEJO	SMOKED PINEAPPLE	AHUMADO	MEZCAL
Fresh, lively, citrus	Slightly oaky, ripe fruit, cooked agave	Oaky, chocolate, tobacco, coffee	Chocolate, wood, accompanied with tropical fruit, pineapple and smoke aromas	Smoked wood, leather, roasted agave	Smooth, rich and fruity

KEY SELLING POINTS

1. Superb taste 100% Blue Weber Agave Tequila; Kosher certified; awarded in 13 international competitions in a row.
2. Blended with silver-filtered water, which gives a more complex and smooth flavour - the first tequila to use this technology.
3. Produced in the heart of UNESCO protected Tequila production region, at the foot of Volcán de Tequila (Tequila Volcano) in Mexico, using water from the volcanic water system.
4. Small batch production, piñas chosen with residual sugar of 24% -27%. Piñas halved, not sectioned, prior to production to preserve sweetness. Uses traditional production methods, twice distilled in stainless steel pot stills, in order to preserve agave flavours and aromas to the full.
5. Unique brand experience, different from other tequila brands and focused on discovering ones true passion, desire to live life to the fullest - daring, innovative, free, representing contemporary Mexico but with authentic, traditional roots.

AVAILABLE SHUS

	ABV%	0,7L	0,75L	1L
BLANCO	38%	*	*	*
	40%	*	*	*
REPOSADO	38%	*	*	*
	40%	*	*	*
ANEJO	38%	*	*	*
	40%	*	*	*
SMOKED PINEAPPLE	38%	*	*	*
	40%	*	*	*
AHUMADO	40%	*	*	
MEZCAL	43%	*	*	

AWARDS

26 TOP INTERNATIONAL AWARDS



Most important, including Gold Medals at:
San Francisco World Spirits Awards
 International Review of Spirits (Former BTI awards in Chicago)

OUR CONSUMERS

- URBAN EXPLORERS (Leaders, Cosmopolitan, Independent, Curious)
- 25-34 y/o
- Millennials
- Digital natives
- Living in biggest metropolises



FIND YOUR ROOSTER



MARGARITA

- Rooster Rojo Reposado 45 ml
- Triple Sec 20 ml
- Lime juice 1 whole lime (approx. 25 ml)
- Agave nectar 1 bar spoon



PALOMA

- Rooster Rojo Blanco 40 ml
- Pink Grapefruit lemonade 120 ml
- Build in a tall glass filled with ice and add slice of grapefruit.
- Add pinch of salt (optional)



AGAVONI

- Rooster Rojo Anejo 30 ml
- Antica Formula 30 ml
- Campari 20 ml