



TEQUILA  
**PARTIDA®**

## AÑEJO SINGLE BARREL

**For the first time**, our distinguished Maestro Tequilero José Valdez, is **releasing single barrels of our highly regarded Añejo tequila.**



## THE ORIGINAL ADDITIVE FREE TEQUILA

### Tasting Notes\* \*

Aged 18 months, a rarity even among ultra-premium brands, Partida® Añejo exhibits a depth of flavor that only comes from advanced aging. Intense golden color and copper tones; clean and full bodied. Fruity aromas, with honey, chocolate, spices and dried fruit flavors reminiscent of sweet pear, banana and almond. A very pleasant finish. Tequila to be savored slowly.

“Elegant, Seductive.” Eric Asimov, New York Times

\* Each Partida Añejo barrel selection will have its own unique, tasting notes.



### Key Details

- 1 barrel will yield roughly 55 cs or 330 bottles
- 750ML, 40% ABV
- Each pallet shipped with two-barrel heads
- Launches October 2024
- Each bottle will be customized with gold plated label and blazoned with account name
- Wholesale line priced with Partida Añejo
- Suggested retail pricing \$59



# AÑEJO SINGLE BARREL PROGRAM



## Partida Tequila Single Barrel experience

Master Tequilero, José Valdez, has crafted the perfect process to achieve the world's highest-quality artisanal tequila. From ensuring only the ripest agave is selected for maximum flavor and sugar content, a 24-hour cooking process, and aging that goes beyond all expectations, José exemplifies an inspirational commitment to surpassing quality standards.

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## Experience No 1 (2 barrel minimum) Visit us at Tequila Valley

Visit the Tequila Valley to embark on a unique journey to choose your single barrels.

- The tour begins with an immersive walk through the agave fields, where expert jimadors demonstrate the centuries-old process of harvesting the piñas, the heart of the agave plant
- Next, you'll head to the distillery, where you'll take a guided tour to witness the magic of tequila production firsthand
- Next, you'll head to the aging room, lined with rows of our unique barrels. You'll be guided through the art of barrel selection by Partida's Master Distiller, Jose Valdez

## Experience No 2 (1 barrel minimum) Pick Your Barrel Via Sample Kit

The next best thing to visiting the distillery is having the distillery come straight to you. We will present you with a kit containing ten samples straight from the barrels. Go through your tasting kit at your own pace and choose the hand selected barrel that you like best.

- Lucas Bols sales manager will each receive two kits to bring to accounts for barrel tasting selection