



2012 New York International
Spirits Competition
Best Reposado Tequila



2012 TEQUILA.net Awards
"Best of the Best"
Best Highland Tequilas



2013 Critico Awards
"89 Points"
Blanco Tequila



2013 Critico Awards
"92 Points"
Reposado Tequila



2013 SF Spirits Competition
"Bronze Medal"
Blanco Tequila



2013 SF Spirits Competition
"Silver Medal"
Reposado Tequila

Logistical Information

ALCOHOL %	40 %	CASE DIMENSIONS	10.79" W x 7.21" L x 10.32" H
CASE SIZE	6	PALLET WEIGHT	2898 lbs
BOTTLE SIZE	750 ml	PALLET DIMENSIONS	39.84" W x 47" L x 67.64" H
CASE WEIGHT	21 lb	PALLET CONFIGURATION	23 cases per layer / 6 layers
UPC CODES FOR <i>BOTTLES</i> 750ml: Blanco: 7 94504 26781 5, Repo: 7 9450426751 8			
UPC CODES FOR <i>CASES</i> 750ml: Blanco: 7 94504 26761 7, Repo: 7 9450426791 4			



Julio
**GESAR
CHAVEZ**
TEQUILA

Perfected Over Time

Perfeccionado Con El Tiempo

From humble beginnings, to his 6 world titles, a legend was born. J.C. Chávez will forever be known as the "Greatest Fighter" to come out of México. As time perfected a legendary boxer, so has it crafted a world-class tequila. Quality ingredients with 100% Pure Agave has created a tequila as distinguished as México's boxing legend.

HANDCRAFTED · ESTATE BOTTLED · 100% PURE AGAVE



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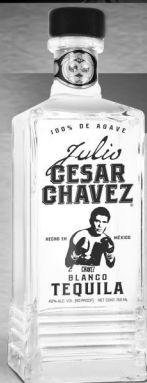
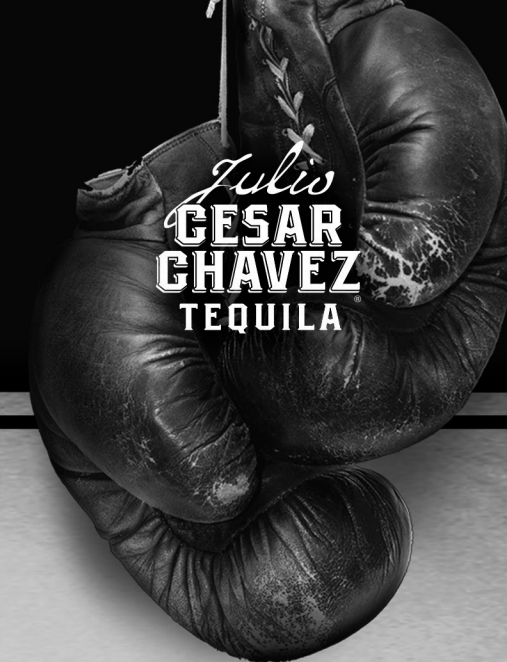
JULIO CÉSAR CHÁVEZ

Latino's "Campeón" (Champion)

"Julio César Chávez is considered to be Mexican royalty. Not only is he a Boxing Champion he is Mexico's hero in and outside of the ring. He is a national icon and treasure to Latinos worldwide."

-USA Today

- Considered to be the best pound for pound World Boxer of his time, with 116 pro fights and six world titles
- Inducted to the Prestigious International Boxing Hall of Fame in 2010
- Latinos from all Countries know of and identify with J.C. Chavez
- His name is legendary, providing outstanding brand recognition and consumer loyalty



BLANCO

Julio César Chávez Blanco is distilled in small batches from 100% estate grown blue agave. Crisp and clear, it is renowned for its smoothness and mixability, and offers a direct representation of agave flavor in its most untouched form.

COLOR: Clear

AROMA: Crisp, fresh, vegetal and citrus notes, agave-forward

TASTE: Crisp, fresh agave-forward, with notes of vanilla and spicy dry finish

Awarded:



REPOSADO

Julio César Chávez Reposado is aged more than six months in oak barrels, longer than most Reposados. The extra aging results in a tantalizing balance of agave and oak, with a color like natural golden hay.

COLOR: Natural golden hay

AROMA: Clean, agave-forward, with notes of vanilla

TASTE: Clean, agave-forward, with notes of vanilla, toasted oak and a slight spice finish

Awarded:



Perfected Over Time

Perfeccionado Con El Tiempo

It seems like yesterday my brothers and I were running through the hillsides of Mexico where beautiful agave plants sprouted in every direction. I can still clearly see the alluring agave, with its thick pointed leaves and robust piñas. I remember the large Blue Agave plants that towered over me as I ran through the fields. My father would tell us that the agave plants meant so much to the Mexican culture because it symbolized the combined works of nature and humankind. The agave plant expresses a history, spanning over hundreds of years, of a long and intimate relationship between the people and their natural environment.

Just as an agave plant takes many years of nurturing and cultivating, so did my boxing career. As a six-time world boxing champion, I often times compared my success to the lifecycle of an agave and how it was not a quick process, but one that took many years to reach full maturity. I feel proud to say my path was not easy, but with hard work and dedication, I became a Mexican boxing legend. Now that my boxing career is behind me, I'm focused on developing a world-class tequila.

I am proud of my tequila, and I want to share it with the world!

"A champion enters a new ring."
- J.C. Chavez

CASE DISPLAYS

* For more information regarding our marketing support material please visit our website at www.jcchaveztequila.com/trade



6 Case Display
10.79"W x 7.21"L x 30.96"H



12 Case Display
21.58"W x 7.21"L x 30.96"H w/ Floor Mat



24 Case Display
43.16"W x 7.21"L x 30.96"H



Harvest

After eight to ten years of care, the agaves are hand selected at the peak of maturity, then cut by Jimador's. The process consist of cutting the long leaves leaving only the heart of the plant which is called the "piña".



Cooking

The agave piñas are steam-cooked in large autoclaves, where temperature and pressure can be controlled at all times, slowly cooking the piñas to the optimum point, leaving them with a unique sweet aroma.



Milling

After perfect cooking, the agave hearts are moved to the milling area. The cooked agave is then shredded and the juice is extracted. The juice at this point is called "mosto". With this raw material the mosto is formulated for the fermentation.



Fermentation

Fermentation takes place through the cultivation and control of the agave yeasts. It consists of transforming the agave juice's sugar into alcohol. This process takes between 48 to 72 hours, carefully controlling the temperature levels in order to get the highest quality of base for distillation.



Distillation

Once fermentation is over the agave juice is then distilled once, which is known as ordinary. Tequila requires a second distillation before it can be called tequila and the process is strictly controlled to obtain the highest quality alcohol without compromising the taste and aroma of the cooked agave.



Aging

The aging process is very important so the barrels are carefully selected. Depending on the style of tequila and the type of tequila the time in the barrel is an important stage. Blanco is an un-aged spirit but Reposado will rest in American and French oak barrels for up to six months and Añejo will rest for over one year.