

# TEQUILA OCHO AÑEJO 2015

## *Single Estate "la Latilla"*

La Latilla is a small hamlet, 1 km. as the crow flies from the distillery "La Alteña" where Ocho is made. "Rancho La Latilla" slopes gently from the east giving full afternoon sun exposure and has mature cedar and oak trees around it. At harvest the plants were 7 years of age being fully mature with an average sugar content of 32%.

## *Nose*

Pineapple, old wood, compost, anise, cinnamon, deep red berry fruit, acetone raciness, burnt caramel

## *Palate*

Stewed red stone fruit, round and sweet, black pepper, earth, menthol, tannins, vanilla, coffee, cacao, old wood

Ocho has many distinctive qualities. Here are the ones we think are the most important:

First, Tequila Ocho is made by Carlos Camarena, a third generation Tequilero, in partnership with Tomas Estes, the "Ambassador of Tequila to the European Union." This is a potent combination that delivers heritage and tradition coupled with innovation. Carlos and Tomas produce a tequila that is made slowly in the old-fashioned way. The result is a fine quality spirit that accentuates the agave flavor. It is concentrated and complex while remaining balanced and easy to drink.

Second, Tequila Ocho demonstrates that "terroir" exists in agave. We demonstrate this annually with new vintages drawn from our single estates at varying altitudes in Arandas, Jalisco, ensuring each vintage is distinct in aroma and flavor. Since each estate, or "rancho," produces a limited amount of agave, each vintage of Ocho is both rare and collectible. Every bottle is hand numbered.

Third, Ocho is the first tequila to designate both the year it was produced and the precise field from which the agave was sourced. Each is noted on the front label to confirm their authenticity. Finally, Tequila Ocho "opens up and develops" in the glass the same way a fine wine does.

UPC: 8 98627 00132 2 / SCC: 10898627001060

Pack: 6x750ml

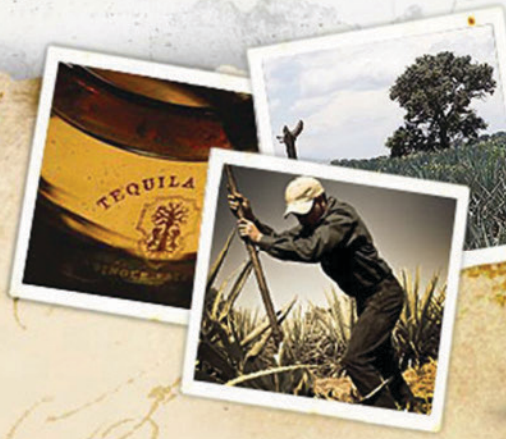
Dimensions (l/w/h): 9.75 / 6.625 / 13.625 in

Weight: 20.95 lbs

Pallet Configuration: 4 x 28 = 112 Cases







The Tequila Ocho story begins with the Camarena family, who started making tequila in 1937, and is now in their third generation as tequileros (tequila producers). This family is one of the few who still make tequila in the slow, artisanal way. With the Camarenas, nothing is rushed or hurried during the whole process, from the growth of the agave to the final distillation. All tequila made by the Camarena family is produced exclusively from their own agave fields, a fact that few other producers can claim. The family has only ever made 100% agave tequila.

Their attention to making the finest tequila possible starts in the agave fields. The plants are not harvested until each is over-ripe, which requires that each plant is harvested individually. A fully ripe agave will have a higher sugar content and acidity than those harvested earlier. Before being placed in the ovens, the male agave plants have their centers, or "cogollos" removed to eliminate possible bitterness.

Ocho Blanco or Plata is bottled with no aging.

Ocho Reposado is rested, or aged, for 8 weeks, 8 days. This is just above the minimum allowed by Mexican law for the Reposado class. In this way Ocho Reposado maintains its full agave flavor, slightly mellowed by wood but not overpowered by it.

Ocho Añejo is aged a minimum of 1 year by Mexican law. This is minimum aged for the same reasons as with Reposado.

## The Terrain

### ARANDAS

The village of Arandas, in the state of Jalisco, is 6,500 feet above sea level and known for soil rich in iron that creates a "tierra roja" (red earth). It is around Arandas and the neighboring highlands ("Los Altos") that the Camarenas cultivate their agave. The extreme elevation and climate of the highlands, where evening temperatures dip dramatically, causes the plants to mature at a slower pace and to produce the very sweetest agave "piñas" for cooking.



Inviting you to change your perception

