

Tequila Partida



TEQUILA PARTIDA (WWW.TEQUILAPARTIDA.COM) is an all-natural, estate-bottled premium tequila made from only 100 percent blue agave in the heart of Mexico's historic Tequila Valley region. Partida maintains first-rate standards of quality from cultivation and harvest to cooking, distillation, and aging. Every bottle bears the image of the Spirit Bird, which, as legend has it, first introduced the coveted juice of the agave plant to mankind.



J. Gary Shansby is Partida Tequila's Founder, Chairman, and CEO. He is a noted brand builder with Famous Amos Cookies, Mauna Loa Macadamias, La Victoria Mexican Foods, Met-Rx, Terra Chips, Voss Water, Pureology Hair Care Products, Vitamin Water, and Shaklee Nutritional Products to his credit. Shansby has an intense love of Mexican culture, history, and the tequila lifestyle.

Shansby's love of fine wine led him to build the Sonoma estate, on which he cultivates Syrah grapes for award-winning wine. His interest in wine has also been cultivated by a decades-long friendship with Michael Mondavi, who is a Partida board member and investor. Mondavi and Shansby are now touring the country doing a series of wine and tequila pairing dinners with leading chefs at some of the country's best res-



taurants. Dinners have already been held at Jardiniere in San Francisco with Chef Traci Des Jardins, Blackbird in Chicago with Chef Paul Kahan, and the Palme d'Or in Miami with Chef Philippe Ruiz. Events are also planned in Dallas, Los Angeles, and New York.

Tequila Partida is unique in that it draws only the finest blue agave, and takes complete control in the distillery for the quality of the final product. Additionally, every bottle of Tequila Partida boasts a full, rich flavor as a result of the 7 to 10 years the agave plants are allowed to mature. The plants are slow-cooked in steel ovens, and the tequila is distilled in American oak barrels.



Tequila Partida produces four distinctive tequilas: Blanco (not aged), Reposado (aged six months), Añejo (aged 18 months), and the Elegante Extra Añejo (aged 36 to 40 months), which are distributed in Australia, Mexico, and the United Kingdom, as well as Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Louisiana, Maryland, Massachusetts, Nevada, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Texas, Washington, D.C., and Washington State.

Partida Reposado was recently ranked as the best tequila in the world by America's leading spirits reviews, F. Paul Pacult. Pacult also included Partida Reposado on his Top 5 Spirits in the World list, issued in the June 2010 *Spirit Journal*. Partida Elegante was ranked as number three on the best Tequila/Mezcal spirits list in 2010. In addition, *Wine Enthusiast* also nominated Tequila Partida as "Distillery of the Year" in September 2009. ●

Tequila Partida Añejo, Blanco, Reposado (top to bottom); Tequila Partida uses state-of-the-art stainless steel ovens to bake their agave (center)