

## For Immediate Release

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### Coffee Liqueur blended with 20-year old Rum wins Gold Packaging Design Award from American Advertising Federation.

Tucson, Arizona- XOLOTL ( pronounced Sho-lo'tl ), Coffee Liqueur blended with 20-year old rum from Veracruz, Mexico, has won the Design Packaging 24-Kt Pure Gold Award, in the Arizona state competition of the American Advertising Federation.

The Gold Award was made during a competition of over 400 entries. Next, the unique package will be entered in the Western States division of the American Advertising Federation. Aaron Reyes, Creative Director, at Studio 33 in Tucson, developed the compelling metallic foil label images.

The Coffee Liqueur blended with 20-year old rum from small casks was inspired by Don José Villanueva Barragan, Master distiller, in a multi-generation Mexican spirits producing family.

'XOLOTL' means mythological jaguar, in the ancient Mexican Nahautl language, spoken before the Spanish conquest of the early 1500's.

The liqueur has an exuberant coffee flavor on the front palate, a wonderful, storied history and a sense of place and jaguars wrapped in the 2,500 year old Pyramids of Oaxaca, Mexico, and a rounded surprise finish, masterfully blended with 20-year old Oak barreled rum, from Cordoba, Veracruz.

The liqueur is presented in a mouth-blown, hand-made bottle. The closure is a jaguar head replica, from the original jaguar head, found in Tomb 7 of the Oaxaca Pyramids, dating from over 2,500 years ago.

Pueblo Partners Trading Co., the exclusive Importer, is also importing XOLOTL Limon Verde, a delicate Lime Liqueur, XOLOTL Almond Liqueur, and also XOLOTL Anise Del Jaguar.

All four liqueurs are presented in the distinctive packaging, topped with a replica of the jaguar head, the original found in 1932, when archeologist Alfonso Caso discovered the treasures of Monte Alban pyramids, including gold, and jade masks, and jewelry, and also the mysterious Xolotl jaguar head.

Pueblo Partners Trading Co. also imports ancient sipping mezcals from Oaxaca, Mexico; tequilas from Jalisco, Mexico; 10 and 20-year old rums from Veracruz, Mexico; and limoncello and five other artisinal Italian liqueurs, from the Amalfi Coast of Italy.

Currently, Pueblo Partners is recruiting distributors in most U.S. states.

