

Tequilas from Cavas De La Doña

Don Alberto Becherano Maya, the creator and Master Distiller of La Doña Tequilas and El Secreto Tequilas, is fond of saying *“Grow the finest blue agaves possible, and let the hearts and the (honey) miel inside, express itself in the tequila”*.

What sets La Doña and El Secreto Tequilas apart from so many tequila brands, is the attention to details: Don Alberto Becherano Maya is proud to say that he does not “change money for quality”.

Instead, he selects only the ripest, most mature blue agaves from the land. For his 100% blue agave tequilas, he uses 7 kilos of select agaves to produce only one liter of luxurious tasting tequila.

From there, he cooks the agaves very slowly in clay ovens, with attention to marrying the agaves with the precious clay minerals. Soon after, the agave mosto (the fermenting augumiel) is fermented in their exuberant juices for extended time, with wild yeasts.

The double distillations are produced in small batch copper stills, each holding only 300 liters, in order to heat slowly, and to capture all the nuanced flavors, producing the smoothest taste profile desired.

This is a surprising gift, since many large tequila producers are more interested in volumes, and use 1,000 to 4,000 liter stills.

Finally, Don Alberto uses combinations of cognac, whiskey, and bourbon barrels for aging. Mastery in the details yields exceptional blended tequilas, using French Limousine, European White Oak, and American White Oak barrels. Luxury is truly in the details.

Tasting Notes:

La Doña Blanco Tequila. Crystal clear with a gorgeous, herbaceous bouquet, and a layered, light floral aroma. Taste notes of pear, with a soft, spicy creamy finish. Yum. La Doña bottles have delicate, impressionistic paintings of lyrical agave fields on their labels, inviting you in for a marvelous sensory experience.

La Doña Reposado Tequila. Classic straw color. Grassy bouquet with woody aromas and taste notes of lemon, pepper, and cinnamon, with a fruity, slightly hot, memorable finish.

El Secreto Blanco Tequila. Crystal clear with sweet agave bouquet and buttery nose. Mellow aromas. Butterscotch taste notes and oily mouthfeel. Definitely has legs! A clean, warm, creamy finish. El Secreto bottles re-define packaging: they are sand-blasted engraved, with frosted, stylized agave leaves.

El Secreto Reposado Tequila. Wonderful pearlage in the bottle, and classic straw color. Huge agave, grassy bouquet with sweet sublime notes, forecasting a wonderful tasting gem. Round, delicate aromas and very smooth, aged whiskey taste notes. The middle has nutty and vanilla notes, with a finish of Brulé and caramel, that lingers.

El Secreto Añejo Tequila. Light amber color and animated pearlage, dancing in the bottle. A prelude to warm, earthy aromas, opening to a peachy, soft bouquet with inviting layers of vanilla and slight smoke aromas. Reaches around the whole mouth... nice legs and delicious, sweet complex middle, suggestive of wet sandlewood, ripe and buttery fruity finish that lingers forever, with a delightful chocolate finish, rounded like a nice brandy or aged cognac.

In Mexico, these two outstanding tequila brands are featured in Costco Mexico City, and in prestigious department stores such as Europea and Liverpool. Both retailers are distinguished in the tradition of Harrod's London and Bon Marché Paris.

La Doña and El Secreto Tequilas are also found in Mexican resort communities such as Puerto Vallarta, Cancun, and Acapulco, in supermarkets throughout Mexico, and Duty Free throughout the Americas., as well as select locations in Spain and Australia.

In April 2009, history was made when these exceptional tequilas were selected for a tasting for 400 agave aficionados, at the Westin La Paloma Resort & Spa in Tucson, Arizona, at the biennial convention for the Cactus and Succulent Society of America.

La Doña and El Secreto Tequilas will be available in the USA, Summer 2009, imported by Pueblo Partners Trading Co.



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