



CLASE AZUL

MÉXICO





CLASE AZUL

MÉXICO

#### TEQUILA PLATA

AT CLASE AZUL MÉXICO, WE SEEK TO GENERATE A POSITIVE IMPACT IN THE WORLD. WE STRIVE TO PRESERVE OUR ANCESTORS' LEGACY AND CULTURAL HERITAGE. THEREFORE, WE HAVE BEEN CREATING THE FINEST QUALITY SPIRITS, HONORING TRADITIONAL METHODS, AND ELEVATING THE PERCEPTION OF TEQUILA AND MEZCAL AROUND THE WORLD.

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*We exist to captivate the world through the magic of mexican culture, while transforming ourselves into better human beings.*  
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# CLASE AZUL TEQUILA PLATA

*A Faithful Portrayal of Agave*

Clase Azul Tequila Plata is a silver tequila that captures the rich and complex flavor of high-quality agave.

The attention to detail at every stage of its creation comes through in its range of aromas and flavors, showcasing the skill of our Master Distiller.

We maintain and are committed to the highest standards in the making of our tequila, beginning with the selection of agaves from our fields to the artisanal cooking and milling methods used.

## THE TEQUILA

Bright, crisp, and fresh. Its artisanal process consists of 72 hours of cooking time in traditional clay ovens, tahona milling method, and distillation in copper stills. The result is a tequila with smooth, irresistible notes with an inherent touch of sweetness.

Clase Azul Tequila Plata is a sublime experience for the senses.

## TASTING NOTES

**Color:** clear, bright with silver highlights

**Body:** light to medium body

**Aroma:** fresh aromas of orange, lemongrass, and mint with hints of vanilla, green apple, and green tea

**Palate:** vanilla, Meyer lemon, fresh mint, and a hint of green guava

## EXQUISITE SERVE

Ideal to be enjoyed neat in a flute glass.



## THE DECANTER

This elegant glass decanter allows the crystal clear brilliance of the tequila to shine through.

## KEY MESSAGES

Clase Azul Tequila Plata is an unaged tequila made from Blue Weber Agave grown in Los Altos de Jalisco.

The climate and soil in Los Altos de Jalisco provide the special conditions that result in a tequila with a distinctive flavor.

The agave used for Clase Azul Tequila Plata is slowly cooked for 72 hours in traditional clay ovens.

Clase Azul Tequila Plata is a one-of-a-kind tequila using an exclusive patented yeast that helps create its distinctive flavor.

This decanter was designed to be beautiful on its own so that it could have a second life after its contents are consumed—such as being repurposed as a floral vase or candelabra.

Our new emblem represents the soul of Clase Azul and is composed of a circle symbolizing our transformative spirit, leaves that represent nature, and brushstrokes that portray the human touch.

Clase Azul is certified by © Positive Luxury reiterating our commitment to our land and our continuous efforts to positively transform our environment.

Clase Azul Tequila Plata and Clase Azul Tequila Reposado make Clase Azul Mexico the #3 brand in the US Tequila Prestige Segment.



PLEASE DRINK RESPONSIBLY.

Clase Azul México © 2022 Plata Tequila 40% ABV. Imported by Tequilas Premium, Inc. San Francisco, CA.



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#### TEQUILA REPOSADO

AS A FULLY MEXICAN-OWNED AND OPERATED BRAND, AT CLASE AZUL WE HONOR OUR LEGACY AND SEEK TO SHARE THE AUTHENTICITY, ARTISTRY, AND HEART OF MEXICAN CULTURE WITH THE WORLD.

WE HAVE BEEN CREATING THE FINEST QUALITY SPIRITS FOR MORE THAN 25 YEARS, AND OUR PORTFOLIO OFFERS THE HIGHEST QUALITY TEQUILA AND MEZCAL, CREATED IN OUR OWN DISTILLERIES WITH FLAWLESS ATTENTION TO DETAIL.

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# CLASE AZUL TEQUILA REPOSADO

*Our Artisanal Signature*

Clase Azul Tequila Reposado is our signature creation, as it is the first icon of our portfolio. Its flavor and design are recognized worldwide as a statement of Mexican craftsmanship.

We maintain and are committed to the highest standards in the making of our tequila, beginning with the selection of agaves from our fields to the artisanal cooking and milling methods used.

## THE TEQUILA

Clase Azul Tequila Reposado is a symbol of Mexican tradition and culture. Made with 100% Blue Weber Agave, slow cooked for 72 hours in traditional clay ovens, and double distilled in copper stills, our ultra-premium reposado tequila is unique and incomparable.

Clase Azul Tequila Reposado is masterfully aged for eight months in American whiskey casks imparting its unique hazelnut and vanilla flavors as well as its exceptionally smooth finish.

## TASTING NOTES

**Color:** gold color with bright yellow highlights

**Body:** medium

**Aroma:** agave syrup, vanilla, candied orange peel, and American oak with light notes of cinnamon and banana

**Palate:** hazelnut, vanilla, cloves, cinnamon, and a subtle hint of agave syrup

## EXQUISITE SERVE

Ideal to be enjoyed neat in a tulip shaped spirits glass.

## THE DECANTER

The magic of Clase Azul Reposado transcends beyond the outstanding quality of its tequila. Its beautiful ceramic decanter is made and painted by hand by Mexican artisans, making each one of them a unique piece.

This decanter is our most recognized icon with its distinctive "feathered" design, painted in cobalt blue.

## KEY MESSAGES

Clase Azul Tequila Reposado is 100% made from Blue Weber Agave grown in Los Altos de Jalisco.

The complex character of this Reposado Tequila is the result of the climate and soil in Los Altos de Jalisco and the finest fermentation, distillation and aging methods.

At Clase Azul México, Mexican artisans proudly create our beautiful decanters, paying homage to our country and sharing the beauty of our craftsmanship with the world.

Refusing to compromise on quality, each decanter of Clase Azul takes approximately 11 days to complete. Each decanter is a unique piece of Mexican art containing one of the world's finest and most recognized tequilas.

Clase Azul México proudly supports Mexican artisans through Fundación Causa Azul, which aims to preserve Mexico's cultural and artisanal legacy.

This decanter was designed to be beautiful on its own so that it could have a second life after its contents are consumed—such as being repurposed as a floral vase or candelabra.

Our new emblem represents the soul of Clase Azul and is composed of a circle symbolizing our transformative spirit, leaves that represent nature, and brushstrokes that portray the human touch.

Clase Azul México is certified by © Positive Luxury reiterating the commitment to our land and our continuous efforts to positively transform our environment.

Clase Azul Tequila Plata and Clase Azul Tequila Reposado make Clase Azul Mexico the #3 brand in the US Tequila Prestige Segment.

Clase Azul Tequila Reposado is sold and recognized in more than 53 countries around the world.



PLEASE DRINK RESPONSIBLY.

Clase Azul México © 2022 Reposado Tequila 40% ABV. Imported by Tequilas Premium, Inc. San Francisco, CA.



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TEQUILA GOLD

AT CLASE AZUL MÉXICO, OUR EXTRAORDINARY  
TEQUILA AND BEAUTIFUL, HANDCRAFTED  
DECANTERS PAY TRIBUTE TO MEXICO'S ARTISANAL  
LEGACY AND AIM TO PROMOTE THE COUNTRY'S  
BEAUTY AND TRADITIONS.

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# CLASE AZUL TEQUILA GOLD

*Taste the Sunset*

Sunsets are one of the most inspiring gifts we receive from nature every day.

In Mexico, the unique sunsets cast the most vibrant golden hues across the sky, reflecting the country's bright spirit: a magical spectacle of nature hard to find anywhere else in the world.

The Mexican sunset is the inspiration for Clase Azul Gold Tequila. It is ideal to be sipped during this magical moment of the day.

## THE TEQUILA

This blend combines Clase Azul Tequila Plata, a special reposado tequila matured in first-use French oak casks, and an extra añejo aged in American whiskey casks and finished in sherry casks.

### TASTING NOTES

**Color:** soft amber with golden sparkles

**Body:** medium body

**Aroma:** agave syrup, green apple, orange peel, fresh fig, raisins, light notes of almond and walnut

**Palate:** toasted wood, fig, green olive, ginger, cocoa/dark chocolate

### EXQUISITE SERVE

Ideal to be enjoyed neat in a tulip-shaped spirits glass.

### DECANTER

The Clase Azul Tequila Gold decanter challenges the impossible: its shimmering glass is fused to a black ceramic base, a technique that took six years to develop and perfect.

The ceramic base of this decanter is lined by two 24-karat gold ribbons painted by hand.

## KEY MESSAGES

Clase Azul Tequila Gold is a joven tequila 100% made from Blue Weber Agave grown in Los Altos de Jalisco.

In Mexico, the beautiful sunsets cast the most vibrant golden hues across the sky, reflecting the country's bright spirit. This magical spectacle of nature inspired the creation of this icon.

Clase Azul Tequila Gold is a representation of the beauty of nature captured by our artisans. Its flavor has captivated our public world-wide, which is why we decided to reintroduce it as a permanent member of our portfolio.

At Clase Azul México, Mexican artisans proudly create our beautiful decanters, paying homage to our country's beauty.

Clase Azul Tequila Gold, Clase Azul Tequila Añejo and Clase Azul Tequila Ultra make Clase Azul Mexico the #1 brand in the US Tequila Prestige Plus Segment.

Clase Azul México proudly supports Mexican artisans through Fundación Causa Azul, which aims to preserve Mexico's cultural legacy.

Our new emblem represents the soul of Clase Azul and is composed of a circle symbolizing our transformative spirit, leaves that represent nature, and brushstrokes that portray the human touch.

Clase Azul México is certified by © Positive Luxury reiterating the commitment to our land and our continuous efforts to positively transform our environment.



PLEASE DRINK RESPONSIBLY.

Clase Azul México © 2022 Joven Tequila 40% ABV. Imported by Tequilas Premium, Inc. San Francisco, CA.



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TEQUILA AÑEJO

AT CLASE AZUL WE HONOR OUR LEGACY, AND WE ACKNOWLEDGE THAT MEXICAN CULTURE IS WHAT INSPIRES US TO CREATE; THROUGH OUR DECANTERS WE TELL OUR COUNTRY'S MOST MAGNIFICENT STORIES. WE SHARE EACH OF OUR CREATIONS WITH THE WORLD TO MAKE MEXICO'S MOST EXQUISITE ARTISANAL EXPRESSIONS KNOWN.

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# CLASE AZUL TEQUILA AÑEJO

## *The Exquisite Tale of Agave*

Clase Azul Tequila Añejo is proof that the best things in life take time. This edition combines art, history, and tequila of the highest quality, making it an expression that truly honors Mexican culture.

At the bottom of the decanter, the spirals superimposed on the raw clay symbolize the earth's fertility. The thin blue line is representative of the water which gives life to the agave. In the center, the agave core symbolizes the heart and soul of tequila, and on the back, the four-petaled flower is the traditional Mazahua representation of the Sun and its fullness in the center of space and time. Lastly, it features the delicate, and distinctive feathered design of the Clase Azul family in 24-karat gold paint.

## THE TEQUILA

The intense amber color and complex aromas of this añejo tequila are the results of a magnificent 25-month journey in American whiskey casks.

### TASTING NOTES

**Color:** amber with copper highlights

**Body:** full body

**Aroma:** toffee, cinnamon, clove, roasted hazelnut, Mexican vanilla, orange marmalade, quince, and toasted oak

**Palate:** nutmeg, clove, orange marmalade, and toasted oak with a silky mouthfeel

### EXQUISITE SERVE

Ideal to be enjoyed neat in a tulip shaped spirits glass.

### THE DECANTER

The decoration on this decanter symbolizes the journey of the agave, from the soil to its transformation into tequila.

Adorning the front is our delicate and distinctive "feathered" pattern in 24-karat gold paint.

## KEY MESSAGES

Clase Azul Tequila Añejo is 100% made from Blue Weber Agave grown in Los Altos de Jalisco.

The climate and soil in Los Altos de Jalisco provide the special conditions that result in a tequila with a distinctive flavor.

This tequila was aged for 25 months in American whiskey casks.

At Clase Azul México, Mexican artisans proudly create our beautiful decanters, paying homage to our country and sharing the beauty of our craftsmanship with the world.

Clase Azul México proudly supports Mexican artisans through Fundación Causa Azul, which aims to preserve Mexico's cultural legacy.

This decanter was designed to be beautiful on its own so that it could have a second life after its contents are consumed—such as being repurposed as a floral vase or candelabra.

Our new emblem represents the soul of Clase Azul and is composed of a circle symbolizing our transformative spirit, leaves that represent nature, and brushstrokes that portray the human touch.

Clase Azul Tequila Gold, Clase Azul Tequila Añejo and Clase Azul Tequila Ultra make Clase Azul Mexico the #1 brand in the US Tequila Prestige Plus Segment.



PLEASE DRINK RESPONSIBLY.

Clase Azul México © 2022 Añejo Tequila 40% ABV. Imported by Tequilas Premium, Inc. San Francisco, CA.



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TEQUILA ULTRA

THE EXCEPTIONAL QUALITY OF EVERY CLASE AZUL MÉXICO CREATION IS THE RESULT OF THE MOST GIFTED ARTISANS FROM MEXICO WHO HAVE DEDICATED THEIR LIVES TO THEIR CRAFT.

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# CLASE AZUL TEQUILA ULTRA

## *Exquisiteness of Time*

Clase Azul Tequila Ultra is the crown jewel of our portfolio, with an exquisite tequila and a complex decanter exclusively designed for collectors around the world.

This icon enlists only the most highly skilled artisans to paint by hand these incredible decanters practically blind since the metallic paint that is applied can only be seen after the decanter has been fired.

## THE TEQUILA

This ultra-aged tequila is matured for five years, first in American whiskey casks and then in Spanish sherry casks, bestowing a sublime touch.

## TASTING NOTES

**Color:** dark amber with copper highlights

**Body:** full body

**Aroma:** sherry, dried plum, apricot, cherries, maple syrup, hazelnut, and intense oak

**Palate:** dried plums, cinnamon, crème caramel, vanilla, and crystalized ginger

## EXQUISITE SERVE

A tulip shaped glass with a wide bowl.

## THE DECANTER

This decanter is delicately painted by hand in platinum, silver, and 24-karat gold.

Our master artisans paint the platinum “feathered” design from memory and completely freehand. Mastering this technique can take years to perfect.

## KEY MESSAGES

From the agave fields to bottling, this is a journey nearly 14 years in the making.

Clase Azul Tequila Ultra is delicately dressed in three precious metals: platinum, silver, and 24-karat gold.

Currently, only seven of our artisans have enough expertise to paint our Clase Azul Tequila Ultra decanters by hand. Currently, 14 additional artisans are being trained to paint this intricate piece.

Clase Azul proudly supports Mexican artisans through Fundación con Causa Azul, which aims to preserve Mexico’s cultural legacy.

Clase Azul is certified by © Positive Luxury reiterating the commitment to our land and our continuous efforts to positively transform our environment.

Our new emblem represents the soul of Clase Azul and is composed of a circle symbolizing our transformative spirit, leaves that represent nature, and brushstrokes that portray the human touch.

Clase Azul Tequila Gold, Clase Azul Tequila Añejo and Clase Azul Tequila Ultra make Clase Azul Mexico the #1 brand in the US Tequila Prestige Plus Segment.

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#### MEZCAL DURANGO

AT CLASE AZUL MÉXICO WE CELEBRATE THE HERITAGE, TRADITIONS, ARTS, GASTRONOMY, MUSIC, AND EVERYTHING THAT MAKES MEXICO A CULTURALLY RICH AND EXQUISITE COUNTRY.

MEZCAL IS ONE OF THE MOST EXQUISITE CULTURAL CREATIONS WE'VE INHERITED; THIS DISTILLATE HAS A DESIGNATION OF ORIGIN IN VERY FEW STATES OF MEXICO. THROUGH OUR MEZCAL WE WANT TO BRING THE AUTHENTIC FLAVOR OF ONE OF MEXICO'S BEST-KEPT SECRETS TO YOUR PALATE.

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# CLASE AZUL MEZCAL DURANGO

*A Distinctive Nature*

Character, distinction, and beauty in one piece. Clase Azul Mezcal Durango is an invitation to discover an unusual flavor from Northwestern Mexico in the mountains of Durango.

## THE MEZCAL

Clase Azul Mezcal Durango is made from cenizo agave, an agave variety that grows wild in the state of Durango in Northern Mexico. The combination of mineral-rich soil and water from natural springs gives it a distinctive and smoky character with complex flavor notes. The distillation process faithfully follows artisanal methods to create a unique profile and pays tribute to mezcal tradition.

## TASTING NOTES

**Color:** brilliantly clear

**Body:** full body

**Aroma:** citric and herbal aromas, green olive, cooked agave, and clove

**Palate:** sweet notes of peanut, unrefined brown sugar, smoked wood, and chocolate, with hints of ripe fruit

## THE DECANTER

The raw beauty of black clay inspires its dark and textured decanter. The design on this special piece is carved by hand by artisans from a small community of the Mazahua people. Artisans from the Wixárika culture are the creators of its unique and colorful cap.

## KEY MESSAGES

The main difference between mezcal and tequila is the plant they are made from: tequila is made exclusively from Blue Weber Agave, while mezcal is made from various agave species that grow in the wild.

Clase Azul Mezcal Durango is made from the rare cenizo agave variety.

Agave cores are slowly roasted for three days in hand-dug pits with firewood and volcanic rocks; a process that gives the liquid its smoky notes.

At Clase Azul, Mexican artisans proudly create our beautiful decanters. The matte black color of this decanter is inspired by traditional black clay and pays homage to Mexican culture.

Wixárika artisans use beeswax, resin, and beads to create the colorful cap found atop this decanter.

Clase Azul proudly supports Mexican artisans through Fundación Causa Azul, which aims to preserve Mexico's cultural legacy.

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Clase Azul Mexico is the #1 brand and a pioneer and leader in the development of the Mezcal Prestige Plus Segment.



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#### MEZCAL GUERRERO

MEZCAL IS ONE OF THE MOST ICONIC DRINKS IN MEXICO AND PART OF THE NATIONAL HERITAGE OF OUR INDIGENOUS COMMUNITIES -- DATING BACK TO PRE-HISPANIC TIMES.

AT CLASE AZUL MÉXICO WE'VE DECIDED TO EXPLORE DIFFERENT PLACES TO PRODUCE OUR MEZCAL, SUCH AS THE STATE OF GUERRERO. HERE, AGAVE GROWS WILD IN THE MOUNTAIN RANGES. WE MAINTAIN ARTISANAL AND TRADITIONAL METHODS TO PRODUCE OUR EXCEPTIONAL MEZCAL.

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# CLASE AZUL MEZCAL GUERRERO

## *A Mystical Beauty*

Clase Azul Mezcal Guerrero reveals one of Mexico's best-kept secrets: the wondrous state of Guerrero, a little-explored region that shows us yet another facet of Mexican culture. This member of the Clase Azul family was inspired by the singularity of Guerrero's landscapes, gastronomy, art, and heritage -- but also by the strength and leadership of the women from this region.

## THE MEZCAL

The majestic flavor of Clase Azul Mezcal Guerrero comes from a very rare variety of agave: the Papalote Agave. This plant grows wild in the mountain ranges in the state of Guerrero, where both the coastal climate and the freshness of green forests come through in its flavor profile.

## TASTING NOTES

**Color:** crystal clear with light straw-colored highlights

**Body:** full body

**Aroma:** grapefruit zest, freshly cut wood, rosemary, peanut oil, hints of butter and daisy flowers

**Palate:** freshly cut wood, seaweed, lemon juice, pepper, and light notes of tobacco

## THE DECANTER

The decanter is an artisanal piece that pays tribute to the ancestral wisdom, tender nature, and warrior spirit of the Mexican woman -- qualities that have made her the heart of Guerrero's culture. The green color represents jade, a precious stone of extreme value to our ancestral cultures as well as a symbol of eternity. The four-petaled flowers covering the decanter represent the Fifth Sun -- a pre-Hispanic god known as the origin of everything.

The vibrant cap of the decanter is decorated by hand using the artisanal *olinalá* lacquering technique, which has a designation of origin from Guerrero.

## KEY MESSAGES

The main difference between mezcal and tequila is the plant they are made from: tequila is made exclusively from Blue Weber Agave, while mezcal is made from various agave species that grow in the wild.

Clase Azul Mezcal Guerrero is made from a rare variety of agave -- Papalote Agave --.

Agave cores are slowly roasted for three days in hand-dug pits with firewood and volcanic rocks; a process that gives the liquid its smoky notes.

At Clase Azul, Mexican artisans proudly create our beautiful decanters, paying homage to our country and sharing the beauty of our craftsmanship with the world.

The green color of the decanter represents jade, a precious stone of extreme value to our ancestral cultures as well as a symbol of eternity.

The colorful cap features the figure of a hummingbird--the fabled messenger of the gods--and is created using the traditional *olinalá* lacquering technique from the state of Guerrero.

Clase Azul proudly supports Mexican artisans through *Fundación Causa Azul*, which aims to preserve Mexico's cultural legacy.

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Clase Azul Mexico is the #1 brand and a pioneer and leader in the development of the Mezcal Prestige Plus Segment.



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SAN LUIS POTOSÍ, LOCATED IN MEXICO'S CENTRAL HIGHLANDS, POSSESSES AN UNMATCHED CULTURAL RICHNESS, THE RESULT OF CENTURIES OF BEING AT THE HISTORICAL FOREFRONT AND A RICH INDIGENOUS PRESENCE.

THE DESERT OF THIS REGION, ALTHOUGH INHOSPITABLE AT FIRST GLANCE, HAS ITS OWN TYPE OF RICHES: ABUNDANT CACTI, WILDFLOWERS AND SHRUBS; AS WELL AS ALL TYPES OF WILDLIFE SUCH AS HARES, COYOTES AND BIRDS THAT GIVE LIFE TO APPARENT ARIDITY.

TO THIS DAY, ONE OF THESE LANDSCAPES, THE EXTENSIVE AND FORMIDABLE SEMI-DESERT MOUNTAINS, HIDES ONE OF MEXICO'S BEST-KEPT SECRETS: GREEN AGAVE.

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MEZCAL · SAN LUIS POTOSÍ

## AN ONEIRIC TREASURE

Clase Azul Mezcal San Luis Potosí is made from green agave (*Agave salmiana*), a variety of agave native to the semi-desert slopes and plains of San Luis Potosí.

In its natural environment, the plant is considered mature at around 12 years of age, when it reaches a height of almost five feet. Its growth and rate of maturity depend on factors such as temperature, soil composition and the availability of water.



### MEZCAL

A unique mezcal profile is the result of a process that includes slow-cooking with steam, double milling with a tahona and distilling in traditional copper stills.



### TASTING NOTES

*Color:* crystal-clear with silver highlights

*Body:* full body

*Aroma:* cooked agave, caramel, green chile, sweet fruit and freshly cut grass with subtle aromas of wildflowers

*Palate:* herbal front with hints of caramel, lime zest and clove, with a mineral and spiced aftertaste



### DECANTER

The decanter made for this edition is inspired by the history of the Huachichil people, a nomadic tribe that roamed across the desert of San Luis Potosí in Central Mexico. The red color of the ceramic alludes to the name of these people, which means "red-painted heads."

The carvings on the base of the decanter are symbols of its stories: the vast desert and mountains that make up its territory, green agave leaves typical of the region and the red finch which is of great significance to the Huachichil people.



### CAP

Made by hand by Mexican artisans using a technique that uses colored yarn to create intricate designs, the decanter's cap represents a beautiful oneiric landscape of desert mountains and valleys filled with bright red finches in flight.

Each cap takes our artisan more than three hours of work to complete.



### SIMPLE PAIRINGS

*Fruit:* red plum, lychee or green olive

*Cheese:* aged goat cheese, fresh goat cheese or *requesón* (whipped cheese)

*Chocolate:* white chocolate or ruby chocolate





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