



# NOM 1146

**Cimarrón • ArteNOM 1146 • Fuentesecca • Lapis • Purasangre**

## **Enrique Fonseca: A Story About the Man Who Changed Tequila – Drink Me Magazine**

“Tequila producers in Mexico can be broken down into two primary divisions. There are small artisanal producers who make tequila full of “rustic” agave flavor, but the very nature of small-batch distillation makes consistency in these cases difficult. Other, usually much larger, producers have got consistency down, but their tequilas lack the essential agave character that makes tequila so interesting. By blending tequila produced in small-batch alembic stills with product from his column still, Enrique consistently creates tequilas rich with agave character yet graced with a delicate finish. His penchant for long-term barrel aging allows him to blend in ways never before seen in tequila production. In effect, Fonseca has created an entirely new class of tequila.”

El Arquitecto Enrique Fonseca is a fifth-generation agave cultivator and master distiller, possessing the largest highland agave holdings in the industry. Enrique Fonseca's family has been cultivating agave for over 100 years in the Highland mountain town of Atotonilco el Alto, about an hour east of Guadalajara. After earning a degree in architecture, Enrique felt the pull of the agave fields, and returned home to join the family business. Not content to just farm the agave, he sought to make his own tequila, and purchased a distillery from Bacardi. Over the past 25 years, he's focused his production and expanded the facility to the point where he currently possesses one of the largest stocks of superlative, very old tequilas in the world. The single-estate agave used in all of these products, including Cimarron, is sourced from his own farm, which is another reason why it remains affordable during the current agave shortage, where the price of agave is near an all-time high. Affordable, versatile, and shaking up the Tequila Industry!



# CIMARRÓN

**'Dollar for dollar, it is as good as any spirit in any category on the market today.' – Adam Stemmler**

## FROM THE DISTILLERY:

- Distilled for a dry profile to allow greater control of cocktail sweetness
- Plant sugars of an average of 24-26° Brix
- Slow agave roast creates a bright, forward flavor
- Fermentation entirely natural using proprietary yeast
- Reposado aged in American white oak for 4 months



## Cimarrón Blanco

**'This is, by far, the biggest bang for the tequila buck that you can get.'**  
-TasteTequila

From the distillery of Enrique Fonseca, the man behind the legendary Fuenteseca, comes this value-priced liter-sized tequila that seems almost too good to be true. Don't let the price tag sway you that it's too cheap, this is clean, fresh, easy-drinking tequila made from 100% agave that is definitely up to Enrique's high standards. This Blanco is clean and light and mixes into Palomas like a breeze. You'll be buying this by the case before you know it.



## Cimarrón Reposado

**'11 Top-Notch Reposado Tequilas.'** - Wine Enthusiast

The Reposado is mellow and soft on the palate, offering a much lighter and less rich flavor profile than some of Enrique's woodier expressions under the Pura Sangre and ArteNOM labels. It's almost too seamless. I can imagine going through half a bottle before realizing I've gone too far! Not overly peppery or astringent like most cheap tequilas tend to be. You would mistake this for a high-end sipping tequila if you didn't know the price tag! This is the real deal at more than a fair price. That's why Cimarrón is one of the fastest growing tequilas in the industry. There is simply nothing quite like it for the money.





# ArteNOM

## An All Star Roster of the Best Tequileros of All Time

Selección ArteNOM Tequila is the first and only company authorized by the Tequila Regulatory Council to bottle tequilas from different distilleries and release them under a single brand name. "A prevailing regulation in the tequila industry specifically prohibits the bottling of any brand in multiple locations, in order to assure aficionados consistent flavor and quality in their preferred mark," says partner Jake Lustig. But after years of working with the Tequila Regulatory Council, Jake was granted permission. Gratefully, the Selección ArteNOM Tequilas are now being applauded in both Mexico and the United States. For over a decade, Jake managed the tequila and mezcal portfolio of the largest liquor distributor in the United States. Lustig has had a lifetime of experience in the tequila industry: as a child, his family moved back and forth between San Francisco and Oaxaca, Mexico. Later, as a student at the University of California, Santa Cruz, Lustig studied the history of the Mexican liquor business. Today ArteNOM is recognized as one of the most important brands in the industry as it puts the spotlight squarely on the distilleries and tequileros who produce the best of the best of their respective styles. Truly, ArteNOM is the "art of the number".



### 1579 Tequila Blanco, Highlands

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**'The 14 Best Tequilas to Drink - Best Blanco' - Liquor.com**

Introducing the newest addition to Jake Lustig's ArteNOM portfolio, the deliciously fruit-forward Blanco expression from NOM 1579. The mountain town of Jesús-María (elev. 6,079') is tequila's highest altitude agave region, and the El Pandillo Distillery is arguably one of the most forward-thinking and sustainable distilleries in the business. There, Felipe Camarena masterfully crafts this bright, aromatic tequila from stressed hillside agave plants, slowly roasted in brick ovens and macerated intact with fiber for a pronounced agave flavor. It's an instant classic.

**Exclusively made with Rainwater!**



## 1123 Historico Blanco, Lowlands

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The renowned Rosales family produces ArteNOM Blanco Histórico 1123 in El Arenal, Jalisco at their Destilería Cascahuín. Made by master distiller Salvador Rosales Torres. From Tequilana Weber Agave grown at 4,200'. This selección is barrel conditioned for a short time, as high-end Blanco tequilas from the Tequila Valley were sometimes prepared in the early 1900s. The barreling is done in used brandy casks that previously held Mezcal Don Amado Reposado in Oaxaca. The process: halved and quartered (cogollo-removed) agave steam-roasted without pressure in brick kiln ovens, 30hr roast including 6hr pre-roast to melt off bitters and 6hr cool-down, juice extraction with gear-spindle roller-mill, double-distilled in pot stills to approx. 56% ABV and reduced with reverse-osmosis demineralized water, barrel-conditioned 28 days. Aromas of roasted pineapple, warm butter, baking spices, smoked pepper and cider. Flavors of viscous hot cinnamon, black pepper, sweet potato, vanilla, licorice, almond and hardwood smoke.



## 1414 Tequila Reposado, Highlands

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**'Top 100 Spirits' – Wine Enthusiast 2021**

Destileria El Ranchito has been owned by Feliciano Vivanco since the post-revolutionary period of 1919-1929. They hold 2,000 acres of estate grown agave and distill everything in traditional pot stills. Their fermentation process is what makes them very unique - their yeast and their climate create a bready banana nut aroma and flavor. This is an incredibly understated reposado with a unique and mild-mannered profile. Nutty, bready, with cinnamon bursts and spicy cloves on the palate. One of a kind, and very, very good. Indigenous yeast fermented!

**90 Points – Wine Enthusiast** – *“Look for a pale straw hue and aromas that mingle dried oregano with a touch of honey. The palate is light and relatively restrained. An initial savory note opens to mild almond and vanilla sweetness, plus fleeting tropical fruit juiciness in the back, exiting with peppery tingle.”*



## ArteNOM 1146 Tequila Añejo

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ArteNOM Selección de 1146 Tequila Añejo is produced by master distiller Enrique Fonseca at Casa Tequileña (elevation: 4,600 feet). Fonseca is a fifth-generation master distiller and is celebrated for owning one of the largest agave plantations in the Los Altos region. His tequila is distilled twice, first through stainless steel pot stills and then again through copper-pot stills. Sixty percent of Selección ArteNOM 1146 Tequila Añejo was matured for two years in French oak, while the remainder was matured in French oak for three years. Then, the tequilas were expertly married together and aged for an additional year in used American white oak casks. By layering American oak on a French oak base, Fonseca "achieves a comfortable, familiar finish with unparalleled, underlying complexity," says Lustig. Notes of toasted almonds and creamy vanilla, followed by layers of dried fruit and baking spices. The long, earthy finish is complemented by hints of vanilla, caramel and oak. The nose is amazing!

**'Best of the Best – 12 Best Añejo Tequilas' - Tequila.net's Judge Favorite**

**'Best Añejo Tequilas' – Forbes 2018**

# FUENTESECA



## 'The World's Best Tequila and Mezcal'

– The Beverage Testing Institute 2023

Tequila Fuenteseca Reserva presents the mastery of tequila barrel-aging using assorted wood types, storage-facility altitudes and climates, and nuanced tequila spirits in a series of limited bottlings. The vision is to produce tequilas of supreme quality, focusing on a connoisseur market, interested and passionate about Grand Class spirits. Every bottling is spectacular and different each with its own unique character. They compare favorably with the world's other great spirits, yet are firmly rooted in the traditions and profiles of agave. These matchless tequilas are expensive, but if you can afford them, they are well worth the cost. Fuenteseca Reservas are the finest, most complex and delightful tequilas, and some of the oldest bottled Tequila in the market.



### Cosecha Blanco 2018

**'The best Blanco Tequila available, pure and simple. Sets a new bar for other producers to follow. The first Grand Cru Tequila. Simply immaculate. Stunning.'** -David Driscoll

**'18 of the best Tequilas to drink right now'** - Forbes 2020

A special release from NOM 1146. Made from over-ripe Highland pinto Blue Weber agave grown at 5,019' elevation in the rugged, extremely mineral-laden caliche soil of Vista Hermosa, Micohoacán, the southernmost region within the D.O. This area's calcium carbonate-suffused, mineral-rich terroir is evident in its fantastically-heightened minerality that beautifully accents the pure agave flavors of sweet, cooked yams and warm baking spices.

*'Evocative aromas of a midday summer's walk through the high desert after a morning's rain. Most prominent are crushed minerals: granite, calcium and limestone, which conspire to yield an almost Chablis-like character, giving to subtle notes of brine and honeysuckle; but it keeps coming back to the mineral-laden earth. The palate is silky and refined, fading into lime blossom, barro, and fresh herbs—hierba santa and hoja de aguacate — framed by crushed minerals, which are washed over in citrus. Stunning precision and elegance.'* - Wine Advisor Wyatt Peabody, Archivist, and Journalist Contributing Editor, Los Angeles Times Magazine



### Extra Añejo 7 Year (2010)

**Top Ranked Tequila – 98 Points** – Beverage Testing Institute 2023

*"Aromas and flavors of chipotle peppers in mole, fresh cut lemongrass, ligero tobacco in an old humidior, and herbs and peppers on a hot pan with a round, lively, dry medium-to-full body. Perplexing, contemplative, well-executed, but most importantly, decadently delicious."*

Distilled in early Spring of 2010, with three-quarters of the bottling made in a double-copper column still with removed plates to achieve a lower distillation proof and the remaining quarter made in an alembic pot still. Half of the run was then stored in American white oak previously used to age California red wine, and the remaining half barreled in used dark French Oak. The casks were then stored for 7 years at 3,800' elevation in a cool-climate subterranean barrel room. One of the rarest treats in the world of Tequila.



### Extra Añejo 11 Year (2006)

Distilled in late winter with two-thirds of the expression made in a double-copper column still with plates removed to achieve a lower distillation proof and the remaining third made in an alembic pot still. One third of this lot was then laid into in American white oak previously used to age California red wine, and the remaining two-thirds was barreled in used dark French Oak. The casks were then rested for the full 11 years at 3,800' elevation in a cool-climate subterranean barrel room, with the upper-most portion of the room opened to allow for soft air circulation in order to create a drier aging environment. The palate entry is delicate, with just a hint of sweetness. Warming spices like nutmeg and clove come through along with roasted agave and toasted fruits, with a delicate kick of vanilla. The finish is long and fades out with generous sprinkle of pepper on the end. Will absolutely change your perception of tequila and what it can offer. Bourbon, Scotch, Irish and Cognac fans, this is for you!





### **Reserva Extra Añejo 15 Year (2005)**

The Atotonilco highland agave used in the lot were harvested late into the Spring, just before the arrival of 1998's summer rains. It was laid into barrel in August of that summer and spent the next 15 years stored in a dry, earthen-floor aging room in the town of Atotonilco el Alto. Because the agave used here had lower sugar content resultant of the prior year's El Niño storms (which had water-logged the plants), a delightful faint sweetness is restored by aging nearly entirely in American white oak. A scant 3% of the lot was laid into French Oak, in order to contribute a subtle dark oak tannin complexity. Dry and complex, master distiller Enrique Fonseca has released this selection at 43% ABV as the optimal proof for this intriguing 15 year tequila.

**92 Points – Distiller.com** - *"With a surprisingly pale color for a spirit that has spent so much time in barrel, the fifteen year expression of Fuentesecca Reserva offers an intriguing nose of agave and white pepper. It arrives on the palate with an assertive spiciness that mellows into lingering notes of caramel and vanilla. The strong influence of former bourbon casks on this tequila makes it one fans of American whiskey will eagerly seek out."*



### **Reserva Extra Añejo 18 Year (2003)**

This lot was distilled in September 1995, and consisted of 75% tequila distilled in copper column stills and 25% tequila distilled in copper alembic stills. The entire run was laid into 180L Canadian white oak casks previously used to age Canadian rye whiskey, at a warehouse located at 4,600' in the town of Atotonilco el Alto, Jalisco. The casks remained there for six years. In 2001, the tequilas were extracted from their casks, blended together and re-barreled, with 47% returned to Canadian white oak casks and the remaining 53% going into 220L European dark oak barrels previously used to age California red wine. The refilled casks were then moved from Atotonilco el Alto to a hillside facility El Chapingo, with its cooler, breezier climate, and left to age for an additional twelve years.

**93 Points – Distiller.com** - *"Eighteen years of barrel aging renders this a remarkably gentle tequila. The nose offers notes of agave and brandied pears. "Smooth" is an excessively used adjective when it comes to tequila, but there's no avoiding its use here. The spirit is mellow yet complex, with hints of toffee and brown sugar. This is one of the more unique expressions of aged agave one is ever likely to come across."*



### **Reserva Extra Añejo 21 Year (1999)**

Often described as the world's first "Grand Cru" Tequila, Master Distiller Enrique Fonseca created this product with the goal of producing the world's oldest aged tequila. These agave were harvested in 1993, and barreled in February of 1994. It is produced exclusively in copper-pot stills, but the barrel-aging technique is often the most talked about part of the process. Most of the spirit was rested in barrels that once aged Canadian rye whiskey, although one barrel used previously held white wine from California. The casks were stored for 10 years in a dry, earthen-floor aging room in the town of Atotonilco el Alto, before being designated as worthy of a longer aging, and moved to a higher, cooler climate of Chapingo, Jalisco, which sits on the slope above Atotonilco el Alto. The barrels rested in Chapingo for an entire additional 11 years before finally being bottled in 2014. A collector's item, these are hard to find and command.

**95 Points – Distiller** - *"Is twenty-one years too long to keep a tequila in barrel? Many tequila drinkers would assume so, but the Fuentesecca Reserva may win over skeptics of long-aged agave spirits. Unexpectedly pale in color, it presents a moderately spicy nose with hints of butterscotch. The oak makes itself known on the palate with vanilla notes, but the agave still has plenty of vibrancy after its long rest, leaving a soft, lingering aftertaste with a touch of toasted coconut. This is an exceptionally good tequila worthy of its age."*

# LAPIS

## The Crown Jewel of Tequila

This hallmark brand from the Tequileña Distillery is the pride and joy of master distiller Enrique Fonseca, Mexico's largest highland agave cultivator. Born and raised in Jalisco's Atotonilco el Alto, El Arquitecto masterfully crafts Lapis Tequila from agave grown at his hometown's 5,200' elevation. These rugged highland growing conditions stress the agave plants, causing them to naturally produce heightened levels of agave sugars from which this aromatic and flavorful spirit is born. The Reposado and Añejo varieties are aged exclusively in French oak for an added complexity that is rich, buttery and full of prominent agave character. Discovered nearly 6,000 years ago, Lapis lazuli has long been cherished by kings and noblemen. Admired for its deep blue color, Lapis was a symbol of success and divinity. Its unique and characteristic taste comes from maturation in select oak barrels until the tequila has reached perfection. Available in an elegant presentation, each bottle has been certified and individually numbered to become a collectable treasure.



### Añejo

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Three years old. A harmonically bodied tequila. Aromas of fruit notes, spice, anise, cherry, acacia, jasmine, apple, citrus, hazelnuts and nuts. Elegant and complex. Smooth agave notes, pleasant nose-mouth balance, slightly wooded with smoked flavor. Balanced and harmonic finish.

An excellent distillate, with an aging that makes it a "Best of Class" product. Robust Añejo of great quality, this tequila was born to be consumed straight, and room-temperature is ideal to express its optimal flavor. Great on the rocks!

**93 Points – Distiller** - *"There's a slight woodiness, coupled with roasty agave and modest vanilla on the nose. More-developed wood carries over onto the palate where it's joined by a pleasantly nutty bitterness reminiscent of roasted walnuts. A touch of heat here is mitigated by a pleasant creaminess and sweetened by modest vanilla. The finish introduces a suppressed spiciness--just enough to keep it grippy to the end."*

# PURASANGRE

Native highlander and master distiller Enrique Fonseca employs unique technique with Purasangre, distilling earthy Atotonilco El Alto agave first in stainless steel alembic pot stills followed by a second distillation in copper pots. The tequila is both rich and balanced, with a distinctive agave flavor inherent of Atotonilco's 5,200' elevation. Tequila Purasangre is renowned for its highland "thoroughbred" pedigree. Distilled from select agave in the Jalisco highlands, its flavor retains the tradition and personality of Jalisco's soil and ecology. Robust and balanced, Tequila Purasangre is a connoisseur's tequila, linking back to Mexico's traditional tequila customs and distillation experience.



## Gran Reserva Extra Añejo 5 yr

Tequila 100% Agave, made with the highest caring parameters. In its aging process Purasangre has achieved its complexity and attributes to be compared to the best whiskies and cognacs of the world. In keeping with Casa Xalisco's house preference, the Gran Reserva Extra Añejo variety is barreled in French oak casks for five years. Dense and heavy-bodied. Aromas of ripe agave and old-wood creamy aromas, tobacco and caramel notes. Elegant in mouth with dried fruits and vanilla notes.

Drink straight as a digestif or in a snifter. Also excellent on the rocks with a lime or lemon peel.



## Fuerte Blanco

The best way to taste the vibrancy of Enrique Fonseca's spirit is by pouring a glass of Purasangre Blanco: a softer, rounder tequila due to the higher levels of sugar during the fermentation. The fruity flavor of the blue agave is fresh and enticing and, for the price, you can mix with this bottle all day long. It's one of the most overlooked bottles in the store - period. This is Enrique's favorite offering from the distillery, bottled at a higher proof and showcasing the incredible depth of his agave and his deft hand on the still. Medium body and well-balanced. Subtly sweet aromas of ripe agave. Bright and fresh with a slight citrus finish.

Drink straight in a tulip glass or as an upgrade in delicious cocktails such as a Margarita with fresh lime.