

123 ORGANIC TEQUILA

'Head Over Heels in Love' - Tasting Panel's Publisher's Pick

'A Must for Anyone Who Loves Tequila' - The Gourmet Review.Com

'Some of The Cleanest and Purest Tequilas We've Ever Tasted' - Bounty Hunter

Year Founded: 2010

Region: Amatitan, Jalisco, Mexico

Founder: David Ravandi

Known For: Grown on the same ancient volcanic soils that once sustained the Aztecs, the agave plantations that flourish on our hacienda near the town of Tequila have been sustainably cultivated for centuries and from these pristine estate fields comes the expressive character of 123 Organic Tequila (Uno Dos Tres).

-USDA Organic-

When tequilero David Ravandi envisioned 123 Organic Tequila, he was inspired to design a brand specifically with wine enthusiasts in mind. The delicate floral aromas and complex mineral flavors found in 123 Organic Tequila are the result of artisanal, small-batch distillation and estate hand bottling. From pristine agave plantations to iconic bottles that are hand-blown from recycled glass and labeled with recycled paper and soy inks, sustainability is the hallmark of this exceptional brand. Explore the connection between tequila's cultural heritage and the pure expression of terroir that is found in 123 Organic Tequila. It begins its journey to your glass as sweet juice pressed from the roasted heart of the Blue Agave. Like pulque, the sacred ceremonial drink of the Aztecs, this sweet mosto is fermented and then transformed by the careful art of distillation into the purest 100% Blue Agave tequila.



The origins of tequila can be found in the legend of the Aztec goddess Mayahuel and you will find her story depicted on our labels. Mayahuel dwelled in the sky with the star demons, the Tzitzimime, that are said to battle the sun each dusk and dawn. When it was discovered that Mayahuel had eloped with the feathered snake God Quetzacoatl, the Tzitzimime descended to earth in pursuit. In an effort to escape, the couple disguised themselves as the forked branches of a tree but Mayahuel's hiding place was revealed when the tree split in two and its branches fell to the earth. Mayahuel could not escape the wrath of the Tzitzimime and with a heavy heart, Quetzacoatl buried her where she fell. As in the ancient legend, the snake that adorns the seal on every bottle of 123 Organic Tequila serves as a symbol of protection both for the sacred field where Mayahuel was laid to rest by her lover and the agave plants that sprang forth there. From the milky sap of the first agave plants, the Gods created the fermented elixir pulque which they gave as a gift of comfort to Quetzacoatl for the loss of his ill-fated Mayahuel. From that time forward, legend attributes the origin of agave and the creation of pulque to this fertile goddess. Mayahuel's offspring, the 400 tipsy rabbits, serve as a reminder to consume 123 Organic Tequila in moderation.

123 Organic Blanco (Uno)



'I could drink this all night long' - Taste Tequila.com

'The Top Blanco Tequilas from the Tequila Valley' -Distiller.com

The stars dance in the sky above the fields for as many as ten years before the organic agaves are harvested for 123 Organic Blanco (Uno) tequila, the pure mother spirit from which Reposado (Dos) and Añejo (Tres) tequilas are created. As they reach the peak of maturity under the watchful gaze of the guardian snake (coatl), the agaves are hand-harvested, and the hearts are slowly cooked in stone ovens for almost two days before being pressed to release their sugary juice. After a natural fermentation and precise small-batch distillation, Blanco tequila is born. Marked by an earthy, citrus and herbal character, Blanco (Uno) is tequila in its most natural state and ideal as the basis for organic cocktails and sipping. Both the quality and purity of our Blanco (Uno) tequila are essential to achieving the complex evolution that takes place in its aged versions – Reposado (Dos) and Añejo (Tres) tequilas.

96 Points - Tasting Panel

123 Organic Reposado (Dos)



'The agave shines through, really appreciate the delicate approach to aging here'
- Taste Tequila.com

As the sun and moon meet in the sky above the agave plantation, two stealthy jaguars (miztli) roam the fields in search of their elusive prey. During their silent hunts, Reposado (Dos) tequila rests in white oak barrels for six months before its timely release. This complex spirit reveals aromatic raw and cooked agave tempered by the warmth of oak aging with spicy notes of vanilla, anise and hint of citrus; a combination equally at home in cocktails and as a sipping tequila making it the most versatile of the 123 Organic Tequila styles.

96 Points - Tasting Panel

123 Organic Añejo (Tres)



'Impressive. A crowd pleaser' - Taste Tequila.com

On a morning when three brilliant roosters (tototl) greet the dawn with hopeful songs of renewal, mature agave plants at the hacienda are ready to be hand harvested and Organic Blanco tequila awakens from its eighteen months slumber in white oak barrels to be reborn as Añejo (Tres) Tequila. Just as the rooster has long been a symbol of virility and power in Mexican folklore, the complex aromatic bouquet and deep golden hue of Añejo (Tres) Tequila are signs of its superior quality and lengthy aging. Enjoy Añejo (Tres) tequila as you would any fine, aged spirit by savoring the mastery of its limited production and the mystery of its ancient legend.

96 Points - Tasting Panel

123 Organic Extra Añejo 'Diablito'



This rich, aged tequila was originally created by Ravandi for his personal collection. In 2014 he released 1,000 bottles and, since then, it has become a limited, annual release of just 2,500 bottles. Diablito begins its journey in the iron-rich Tierra Roja soils of a pristine estate that we've designated solely for the allocated production of 123 Organic Extra Añejo. Like intensely expressive wines that are grown at high elevations, the extreme growing conditions found on our estate in Jalisco's Amatitan region produce complex, exceptionally-flavored tequila that is ideally suited to lengthy aging. In the pursuit of perfection, it's often said "the devil is in the details," a sentiment that captures the singular spirit of 123 Organic Extra Añejo (Diablito). The Diablito on our label signifies our absolute passion for perfection and the devilishly good tequila you'll discover in our bottles.

96 Points - Tasting Panel

EL LUCHADOR

Year Founded: Early 2000's

Region: Tequila, Mexico

Founder: David Ravandi

Fun Fact: The high proof is appreciated by connoisseurs who drink it neat, but it is also perfect for the elite mixologist who is looking for extra depth in their cocktail.

Inspired by the famed masked wrestlers of Mexico, tequilero David Ravandi has created El Luchador, a unique distilled-proof organic Blanco Tequila. This deep, velvety 110-proof spirit is favored by mixologists as a foundation for building authentic, classic cocktails and for enjoying as an agave digestif. Our Blanco's journey began at 4,200 ft. in the heartland of Tequila where agaves flourish in the iron-rich soils of our certified organic estate. Here, El Luchador is distilled using artisanal methods and produced and packaged with the utmost respect for the environment.



El Luchador Overproof Blanco Tequila

The addition of a distill-proof Blanco tequila, a 110-proof spirit ideally suited as a foundation for building authentic cocktails and for enjoying as an agave digestif, elevates the El Luchador portfolio. This high proof Blanco is robust and complex with notes of fresh agave, bright citrus and slightly smoky saline finish.

El Luchador Tequila Blanco

El Luchador Blanco opens with notes of fresh agave and delivers bright citrus flavors with a saline finish. This 100 percent Blue Agave spirit is favored by mixologists as a foundation for building authentic cocktails and for enjoying as a fine sipping tequila.



El Luchador Tequila Reposado

Roasted agave, bright citrus and vanilla are the hallmarks of El Luchador Reposado which is the second stage of El Luchador's evolution and where it gains complexity and finesse from aging for 4-6 months in white oak barrels.