



TEQUILA
CHAMUCOS®

The History

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- ✦ Chamucos Tequila was originally conceived in 1992 by Oscar nominated Mexican film director, Antonio Urrutia, and hand-blown glass bottle artist/producer, Cesar Hernandez. Artist friend created the label to honour the work of the world renowned political satirical caricaturist José Guadalupe Posadas (1852-1913).
- ✦ US importer Mark Howard introduced Chamucos Tequila to the US in 1994.
- ✦ Chamucos Tequila was originally produced and bottled as Reposado only. The formula/profile was the collaboration of the group (Cesar, Antonio and Mark)
- ✦ Cesar Hernandez and Antonio Urrutia offered Mark Howard to purchase their shares of the brand ownership in 2009.
- ✦ Chamucos Blanco was first introduced in 2009 and Chamucos Anejo in 2010.
- ✦ Today, Chamucos Tequila is family owned by Mark Howard and his wife Cristina Howard and is sold in “five” countries. Leading in sales is the U.S. followed by Mexico.



The Story

- ✦ Chamucos are believed to be dark, shadowy, creatures who appear in dreams and only visit briefly at night. Chamucos play bothersome, frightening and mischievous acts.
- ✦ Chamucos have a playful but secretive nature and they thrive on frightening with clever but mostly harmless pranks. Perhaps it's the origin of the boogeyman.
- ✦ You may have been visited without knowing it. Some have been startled when awakened by the presence of the dark creature sitting at the edge of their bed watching as they slept. When spotted, the Chamuco will always vanish into the darkest places. Our slogan, "Si amanece nos vamos" means, "If dawn comes, we will leave."
- ✦ Frequent sightings are reported at distilleries. What is commonly referred to as the "Angel's Share," where mysterious losses from barrel aging occurs, is thought to be consumption by "Chamucos," thus the origin of our brand name.



The Tequila

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- ✿ **Terroir:** Los Altos
- ✿ **Blue agave:** Hand selected and harvest. Minimum content of sugar is 28.
- ✿ **Distillery:** Located in Arenal, Jalisco with a mild climate ideal for fermentation and cellar aging
- ✿ **Slow cooking:** in masonry brick ovens
- ✿ **Natural fermentation:** with proprietary yeast
- ✿ **Distillation:** Double distill in specially designed Stainless Steel Alambique Stills
- ✿ **Filtration:** Filtered three times (Micro filtration, Polishing filtration, cold filtration and oxygenation)



“ECO” friendly We are “Green.”

- ✿ Certified Non-GMO tequila
- ✿ Renewable, Recycled glass bottles - require only 50% of the heat & energy compared to industrial bottles.
- ✿ A modern steam generator operates on clean, flex fuel obtained from the discarded methanol and superior alcohols removed during the purification process of distillation.
- ✿ Recycled paper labels.
- ✿ Recycled cardboard gift boxes.
- ✿ Recycled cardboard carton boxes.

TEQUILA CHAMUCOS®



Chamucos Blanco

TEQUILA CHAMUCOS®

✦ Color

In the glass it shimmers and sparkles. It's pure and Crystal Clear.

✦ Nose

It's balanced with aromas of freshly cooked blue agave, vanilla, cinnamon, orange blossoms, black pepper.

✦ Taste

The flavor of blue agave abounds. Spicy, vanilla, cinnamon, fennel, citrus and orange blossoms with a barely discernible hint of smoke. It's ultra smooth and soft and has a very silky mouth feel.

✦ Finish

It's well rounded and balanced with a nice hint of earthiness. The finish is smooth with mild heat.

Chamucos Blanco Tequila is rested in stainless steel tanks for 4 months prior to filtering and bottling. It never touches oak.



Chamucos Reposado

TEQUILA CHAMUCOS®

✦ Color

In the glass it has pale straw color and sparkles.

✦ Nose

It is balanced with aromas of cooked blue agave, toasted vanilla, with hints of tropical fruit, butterscotch and black pepper.

✦ Taste

On entry it is very soft, silky mouth feel and well balanced with flavors of cooked blue agave, tropical fruit, vanilla, toffee, cinnamon spice, fennel and black pepper.

✦ Finish

Agave, fruit, vanilla and toffee, flavors linger. Finishes soft with the right amount of heat.

Chamucos Reposado Tequila is aged for 4 months in American White Oak medium toast, about five percent Char #2 barrels.



Chamucos Añejo

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✿ Color

Brilliant warm amber color. Shimmers in the glass.

✿ Nose

Rich, sweet aromas of toasted oak and vanilla, caramel and toffee layered with a butterscotch, tropical fruits, pineapple, toasted almonds and hints of chocolate along with cinnamon and a light touch of smoke.

✿ Taste

Elegant and silky, with smooth character that coats the palate with roasted agave and enticing vanilla flavors layered with caramel, toffee, fennel, chocolate and baked or grilled pineapple undertones followed by sun-ripened tropical fruits and spice create a refined, yet unforgettable taste sensation.

✿ Finish

Beautiful, slightly sweetly with seductive spice, sweet toffee, vanilla essence and tropical spice and buttery undertones to create a wonderfully unique tequila experience.

Chamucos Añejo Tequila is cellar aged for 20 months in fifty percent American White Oak barrels and fifty percent French Oak barrels. Five percent of the American White Oak barrels are Char #2



Accolades

TEQUILA CHAMUCOS®



Contact Us

TEQUILA CHAMUCOS LLC
10624 S. Eastern Ave. Suite A-299,
Henderson, NV 89052

website:
WWW.TEQUILACHAMUCOS.COM

Email:
contact@tequilachamucos.com

Distributor

Distribution in:
USA: (48 states different distributors)
Imported by Palm Bay.
Canada: Liquor Control Board
Japan: De Agave LTD
Spain: Agave azul San Jose
UK: Tom Conran


Importer

In Japan:
Leif Mortenson
De Agave, Ltd.
6-18-10-4F Nishi-Kasai, Edogawa-ku
Tokyo 134-0088 Japan
Tel: +81-3-3804-2820
Fax: +81-3-4578-9715
<http://www.de-agave.com>
leif.mortenson@de-agave.com


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