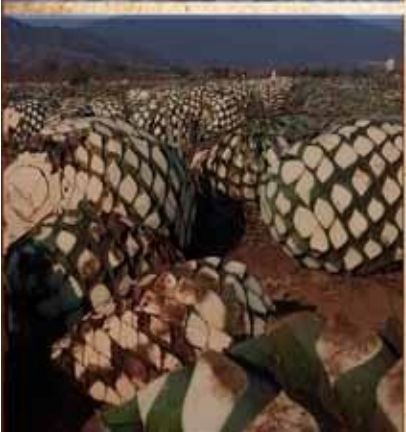
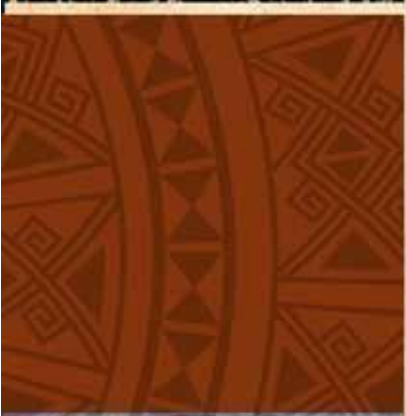




Grendain MR



TEQUILA: THE PRIDE OF MEXICO

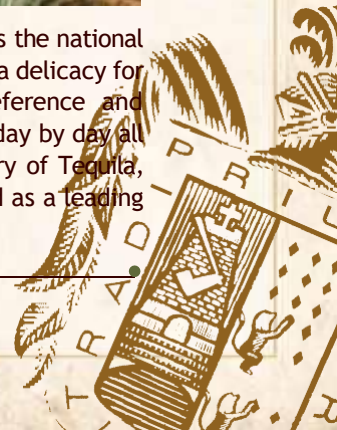
All over the world, the word “Tequila” is immediately associated with the name of Mexico. Wherever this word comes to be read or heard, it intermingles with all the connotations related to our country’s flavor and joy. To taste this noble, pure and legendary liquor is to revel in the magical secrets of an exclusive privilege of Mexican culture.



Tequilana Weber Blue Agave, the single plant to offer its salve to bring forth Tequila, only grows in a small part of Mexico, situated primarily in the state of Jalisco, Guanajuato, Michoacan, Nayarit, Tamaulipas.

The ancient course of its existence and the tenacity of the people who have lovingly toiled to produce

it, has firmly established it not only as the national beverage par excellence, but also as a delicacy for the palate and the spirit. The preference and prestige of Tequila continue to rise day by day all across the world, and in the history of Tequila, Casa Orendain is proudly recognized as a leading protagonist.





AT THE FOOT OF THE CHIQUIHUITILLO VOLCANO

Tequila is a tranquil yet industrious town nestled at the foot of what was once the Chiquihuitillo volcano, known today as Tequila Hill.

RELATE

the Chronicles...

The history of the region tell of the first tequila factory, installed in 1600 by Don Pedro Sánchez de Tagle, the Marquis of Altamira, who introduced the harvesting and distilling of mescal in order to produce tequila.

Today, those entrusted with this veneration of agave are the farmers who patiently care for the plant during the 8-10 years it takes to ripen: the distillers who, like ORENDAIN, apply techniques which have survived over hundreds of years and meticulous care in order to distill the inimitable tequila: and those with demanding palates, who in ever more numerous legions throughout Mexico and abroad, appreciate its natural aroma and its taste of legend.



ORENDAIN, A FAMILY WITH A TRADITION OF TEQUILA

Among the most famous tequila distillers, the Orendain name is distinguished.

It reaches back to 1840, when the first Orendain's established family relationships with the main families who produced this fine liquor at that time. A master distiller, Don Delfino González Chávez and his wife, Doña Elisa Orendain, produced tequila in La Chiripa, a factory they owned where their nephew, Don Eduardo Orendain, worked. Thus, when in 1926 Don Eduardo Orendain González established his own company after acquiring a

small and rudimentary distillery, he and his family had already partaken in the secrets of traditional distillers for years.

Without a doubt, the fundamental secret he inherited from his family was the love for this industry so intimately linked to agriculture and the knowledge passed on in order to produce tequilas of the highest quality. In later years, this distillery would come to be known as La Mexicana



Fábrica La Mexicana, Tequila, Jalisco.

Grounded in this vision and the standards set by Don Eduardo Orendain, the undeniable quality of Orendain tequilas has gained fame and recognition, resulting in steady growth and the consolidation of La Mexicana distillery, where the tequilas of our brand are produced.

La Mexicana

La Mexicana is still owned by the second generation of the Orendain family whose pride and love of the traditions of tequila have enabled Tequila Orendain to gradually conquer the most demanding palates not only of Mexico but of the entire world.

To our great satisfaction, the Orendain brand has received numerous awards and prizes from several organizations specializing in quality assurance, both in Mexico and abroad. This is the result of never squandering neither time nor quality with respect to all materials used to produce our tequilas, an indispensable standard established by Don Eduardo Orendain, and still rigorously observed in all current activities.

In this manner, the tradition is still closely guarded by his descendants.



Don Eduardo Orendain

FROM THE FIELDS TO YOUR PALATE

Time and patience, experience and sensitivity. A game played by the senses and knowledge; art, technique and science. This is how every drop of Tequila Orendain is created.

From the selection and planting

of the Tequilana Weber Blue Agave shoots, until the moment when it is finally ready for harvest, eight to ten years will pass.

Once it has developed to the desired point, it is harvested by the strong and skilled hands of the jimador, who uses his sharp coa to cut away the piercing, thick leaves of the agave until its core is revealed, in the image of a pineapple.

These "pineapples" (which can weigh over 100 kg.)

Are taken from the fields to the La Mexicana distillery, where they are

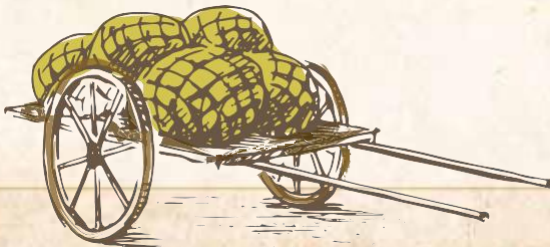
cooked until they release their extraordinary syrup, **unique in all of Mexico and the entire world!**

Its sugary juice, called must,

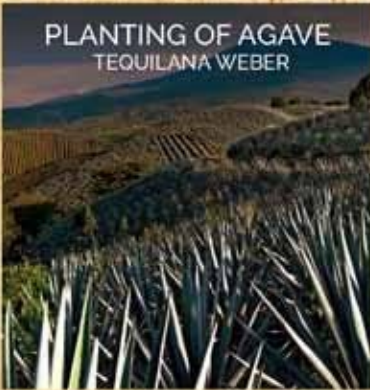
is poured into fermentation tubs, where it stands for 72 hours until it becomes an alcohol which will then go through at least two distillation processes to obtain a natural, absolutely drinkable tequila.

From this moment on, the tequila produced by ORENDAIN in its modern facilities, is poured into aging tanks and then will be transferred to different types of barrels, depending on the grade of maturity we wish to obtain.

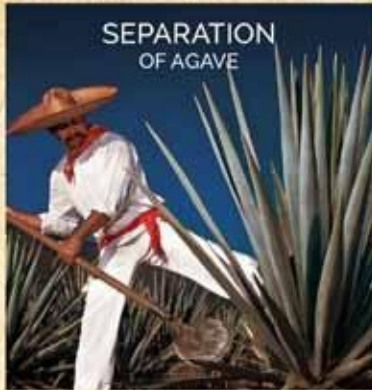
The cycle of tradition at Orendain is fulfilled once more, forever with the sense of quality which was Don Eduardo Orendain's legacy.



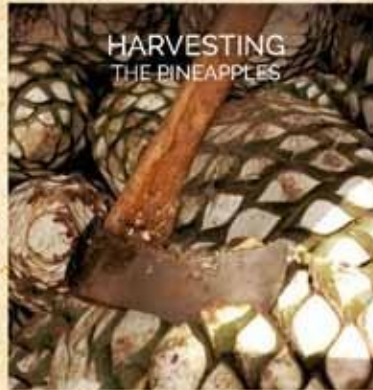
PLANTING OF AGAVE
TEQUILANA WEBER



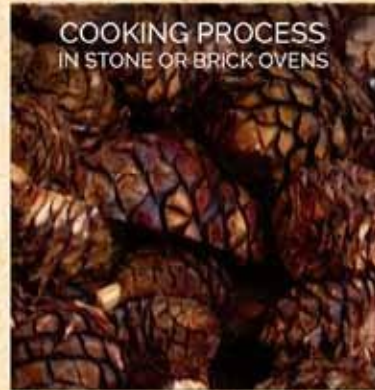
SEPARATION
OF AGAVE



HARVESTING
THE PINEAPPLES



COOKING PROCESS
IN STONE OR BRICK OVENS



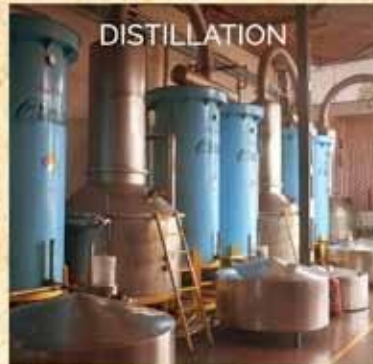
GRINDING



FERMENTATION



DISTILLATION



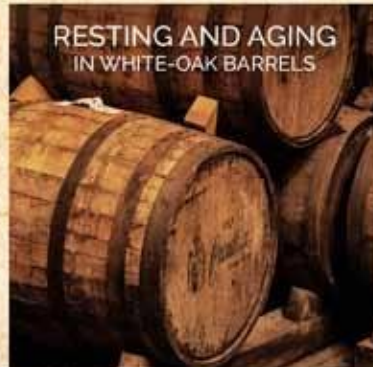
TEQUILA



WHITE TEQUILA



RESTING AND AGING
IN WHITE-OAK BARRELS



RESTED AND
AGED TEQUILA



CASA ORENDAIN 'S MARKET PRESENCE

After more than Ninety continuous years of being distinguished by the preference of nearly three generations of consumers, the Orendain brand is firmly positioned in the tastes and mind of very diverse segments of the population as a legitimate product, characterized by its tradition and quality.



The growth of our company's operations have enabled us to increase the range of products we offer beyond those that we directly manufacture, adding brands recognized throughout the market for their quality.

In order to meet the demand for our highly-appreciated range of articles within Mexico and beyond, Casa Orendain has developed a marketing network efficiently served by its salesforce.

Wholesalers, supermarkets, department stores, hotels, restaurants, bar and countless retailers have favored our company by distributing our products.

Casa Orendain has established service centers in the cities of :

Guadalajara, Mexico City, Tijuana, Monterrey, Hermosillo, Chihuahua and Mérida in order to fulfill our clients needs and requirements, maintaining customers who are highly satisfied by our quality and service.



MERCHANDISING



● Próximamente Korea y España

OUR BRANDS

We feel privileged that both national and international consumers have continued to prefer Orendain Tequila for over 90 years.





TEQUILA
Qrendain^{MR}

WHITE

40% Alc. vol. (80 PROOF)

38% Alc. vol. (76 PROOF)

· Tequila Cristalino with a pronounced agave flavor.

· Pleasant taste.

· The best mixer for drinks and cocktails, like Margarita, Sunrise Tequila, Vampire, etc.

Production

Case	Cont.
4 Bottles	5 Lt.
6 Bottles	1.75 Lt.
12 Bottles	1 Lt.
12 Bottles	750 ml.
12 Bottles	500 ml.
24 Bottles	250 ml.
24 Bottles	200 ml.
50 Bottles	50 ml.



TEQUILA
Qrendain^{MR}
EXTRA

RESTED

40% Alc. vol. (80 PROOF)
38% Alc. vol. (76 PROOF)

· Tequila rested for 3 months in American oak, from mild to agave flavor mixed with vanilla aromas.

· To enjoy it straight or mixed in different cocktails and margaritas.

Production	
Case	Cont.
12 Bottles	1 Lt.
12 Bottles	750 ml.
12 Bottles	500 ml.
24 Bottles	250 ml.
24 Bottles	200 ml.
50 Bottles	50 ml.



— TEQUILA —
OLLITAS

WHITE



40% Alc. vol. (80 PROOF)

35% Alc. vol. (70 PROOF)

·A Tequila 100% of Agave triple distilled, cooked in stone.

·Incredibly smooth, fresh and delicate agave aroma.

·To enjoy straight or mixed in cocktail premium.

Production

Case	Cont.
6 Bottles	750 ml.
12 Bottles	375 ml.



— TEQUILA —
OLLITAS

RESTED



40% Alc. vol. (80 PROOF)

35% Alc. vol. (70 PROOF)

·Reposado for 6 months in American oakbarrels.

·With a mild flavor to the palate, With aromatic agave andvanilla notes.

·Toenjoy straight or mixed in cocktailpremium.

Production

Case	Cont.
6 Bottles	750 ml.
12 Bottles	375 ml.



EXPERIENCIA QUE VALE ORO



Grand Gold Medal winner by Concours Mondial de Bruxelles
Double Gold Medal winner San Francisco World Spirits Competition

— TEQUILA —
GRAN ORENDAIN[®]
100% AGAVE

EXPERIENCIA QUE VALE ORO

Triple distilled

· Pleasant aroma of cooked agave, mint, peppermint, butterflakes.

· Delicate fruit and floral tones balanced.

40% Alc. vol. (80 PROOF)

Production

Case	Cont.
6 Bottles	750 ml.
12 Bottles	375 ml.
40 Bottles	50 ml.





— TEQUILA —
GRAN ORENDAIN[®]
100% AGAVE

EXPERIENCIA QUE VALE ORO

Triple distilled, luminous, golden amber color with orange flashes and large body.

•Gentle aromas of cooked agave, herbal nuances, cherry caramelized tones, balanced between the aromas developed in the distillation and those of the barrel.

•Leaving pleasant tones tastes of agave, maple and grapefruit

•Aged for 11 months in white oak barrels, it displays a perfect balance of aromas and flavors.

40% Alc. vol. (80 PROOF)

Production

Caja	Cont.
6 Bottles	750 ml.
40 Bottles	50 ml.

— TEQUILA —
GRAN ORENDAIN[®]
100% AGAVE

EXPERIENCIA QUE VALE ORO



Intense amber color, large body.

·With a fragrance of wet soil, agave cooked, preserved fruits, good balance between the aromas, distillation and storage in barrel.

· 30 months of rest in American oak barrels.

Production

Case	Cont.
6 Bottles	750 ml.
40 Bottles	50 ml.

— TEQUILA —
GRAN ORENDAIN[®]
100% AGAVE

AÑEJADO

3

años

En barricas de
roble blanco

Intense amber color, large body and shades of copper.

•Aromatic tones cooked, herbal nuances, vanilla and caramel aromas, from their aging in barrel.

•Silky and intense, with a sweet finish.

40% Alc. vol. (80 PROOF)

Production

Case	Cont.
6 Bottles	750 ml.



— TEQUILA —
GRAN ORENDAIN[®]

100% AGAVE

AÑEJADO

7
años

En barricas de
roble blanco

Luminous amber, intense copper shades, slips slowly from the walls of the glass, showing his generous body.

·With a fragrance of wet soil, agave cooked, preserved fruits, good balance, Aromas of chocolate, coffee, vanilla and caramel, from their aging in barrels.

·With an elegant balance between aromas and distillation.

·Silky, intense and powerful flavor.

40% Alc. vol. (80 PROOF)

Production

Case	Cont.
1 Bottle	750 ml.





CREMA DE ALMENDRADO

AL TEQUILA

WHITE TEQUILA



30% Alc. vol. (60 PROOF)

·A liqueur with a deep-rooted tradition, made from tequila and natural almond essences. .

·ASmooth flavor which can be mixed with fruit juices or enjoyed on the rocks.

·Ideal for enjoyed straight or as an aperitif or after-dinner.

Production

Case	Cont.
12 Bottles	1Lt.
12 Bottles	750 ml.
12 Bottles	500 ml.
24 Bottles	250 ml.
50 Bottles	50 ml.



Kaloré



LICOR DE CAFÉ

20% Alc. vol. (40 PROOF)

·A delicious creamy liqueur which sets it apart from any competitor.

·A versatility which allows you to enjoy it straight, on the rocks or in several cocktail mixes..

Production

Case	Cont.
12 Bottles	1Lt.



Kaloré

LICOR
100% AGAVE



LICOR DE CAFÉ

AL TEQUILA 100% AGAVE

20% Alc. vol. (40 PROOF)

·A delicious and versatile creamy liquor that comes in a bottles with an original and beautiful desing .It resembles the coffee grain sahpe and so does its taste and quality.

·Versatility that allows you to drink it straight or on the rocks.

·Exotic and aromatic, sweet and soft taste.

·Made with tequila Gran Orendain Blanco.

Production

Case	Cont.
6 Bottles	750 ml.



T E Q U I L A
CANTINERO
REPOSADO EN BARRICA



100%AGAVE



35% Alc. vol. (70 PROOF)
40% Alc. vol. (80 PROOF)

·Tequila Cantinero
100% de Agave.

·Reposado 4 months in
American oak barrels.

·Made with the traditional
method of great taste and
body.

· Soft touches of cooked
agave and wood giving a
perfect balance between
distillation and rest.

Production

Case	Cont.
12 Bottles	950 ml.
12 Bottles	750 ml.



CREMA DE MEMBRILLO



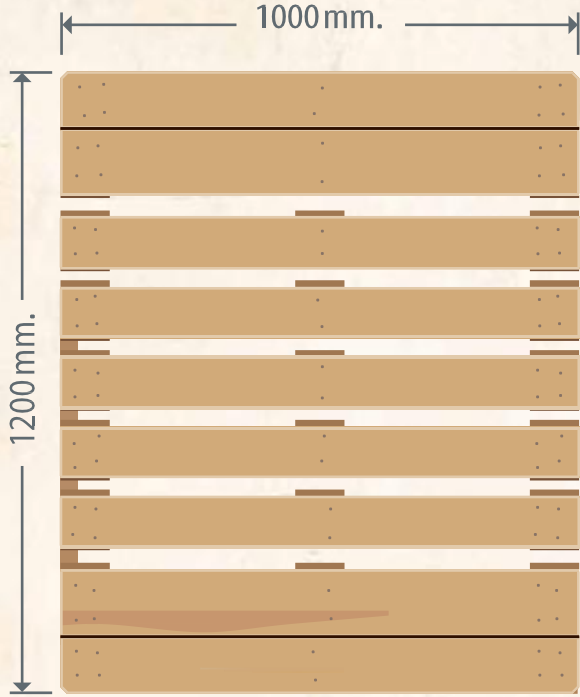
14% Alc. vol. (28 PROOF)

- Liqueur with great tradition and deep-rooted.
- A liqueur natural essences made from a selection of the best quince in the country.
- Ideal for enjoyed cold, as an aperitif or after-dinner. Straight or combined.

Production

Case	Cont.
12 Bottles	1Lt.
12 Bottles	750 ml.
12 Bottles	500 ml.
24 Bottles	250 ml.
50 Bottles	50 ml.

PRESENTATION



BOTTLING AND
ADMINISTRATIVE OFFICES

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Prius mori quam tradi...
Primero morir que traicionar...

