

CRUZ Del Sol Tequila

The Company That is Redefining Premium Tequila

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Some Unique CRUZ Tequila Drink Recipes

CRUZ Dream

1 & 1/2 oz. CRUZ Tequila
1 & 1/2 oz. Bailey's Irish Cream
Shake with ice
Strain in to shot glass

CRUZ Fix

1 oz. CRUZ Tequila
2-oz. grapefruit juice
Shake with ice and
add a splash of club soda

CRUZ Perfect Margarita

2 oz. CRUZ Tequila
1/4 oz. agave nectar
1 oz. fresh lime juice squeezed
Shake with ice
Add a splash of water
Serve over ice

WHEN YOU SAY THE WORD “tequila,” what comes to mind? Your favorite mixed drink? A single shot? A great time with friends? One Scottsdale-based company is redefining what it means to make exceptional tequila and is aiming to have their consumers and fans think “The Best.” CRUZ Del Sol Tequila was founded by three friends in May 2005, when the trio spearheaded a mission to create tequila that was unequalled in the market.

Brothers Joseph “Pep” Katcher and Saulo Katcher, with long time college friend Todd Nelson, began their dream with purpose. “All three of us have been fans of Tequila and we wanted to create a tequila of the highest quality with a smoother, softer flavor profile,” said Todd Nelson (co-founder and “el Vice Presidente”). “Pep and Saulo were born in Cuadajajara and still have extended family throughout the tequila producing region of Jalisco.” Their cousin, Ramon Ramirez runs the business down in Mexico.

In approaching the science of tequila, it is important to note that not all tequilas are created equal. In fact, just the opposite is true. If you have ever had a “bad experience” with tequila, there is a reason why. Outside of Mexico, there is something called “mixto” or gold tequila, by law, it only has to contain 51% agave. The other 49% is often cheap sugar alcohol. This is what leads to a hangover.

Unfortunately, there is much of this kind of tequila on the market. The finest tequilas utilize 100% blue agave. In the distillation process, the first part of the process produces blanco tequila which must then be aged in oak barrels for at least two months to create Reposado or “rested” tequila. This period of resting mellows the flavor of the tequila and it takes on some of the essence of the oak barrels. While it is undergoing this process, it falls to the CRT to supervise the process (Consejo Regulado de Tequila is the non-profit agency

that is accredited by the Mexican government).

Specifically, CRUZ Del Sol Tequila was in development for three years as they worked to create their own unique flavor profile. "That process included many, many batches of tequila as we worked to ensure that CRUZ Tequila was both all natural and exceptionally smooth. During the development, we relied on three generations of distilling experience," Nelson explained. "We knew exactly what we wanted to create from the start, but discovered we had much to learn regarding how to make an ultra-premium tequila. Our hard work and dedication paid off recently when we won the Gold Medal at the San Francisco Spirits competition last year," he said.

To its credit, CRUZ has already won several prestigious international spirits awards. At the San Francisco International Spirits Competition, they won multiple awards including the Gold Medal in the Reposado category in the 2009 competition. In

2008, they received the Silver Medal in the Reposado category and the Bronze Medal for packaging design. In 2008 in Cancun, Mexico, CRUZ Tequila was awarded the Bronze Medal for Reposado Tequila at the 2008 Agave Spirits Competition.

If someone is looking for CRUZ Del Sol Tequila, they will immediately be impressed before they even make a purchase or taste a drop. The bottle makes its own statement and lets potential buyers know they are in for something special. The artisan bottle evokes traditional Mexican influence and has a large 3D embellishment on it. "Our 100% recycled material, hand blown bottles feature a polished aluminum cross on the front and on top of the hand polished aluminum cap," stated Nelson (in Spanish, "cruz"

means "cross").

The look and style is traditional and the artistic statement is bold. It is true that the eye-catching bottle is key in visual appeal, but the quality of CRUZ Tequila is always the first priority. "It starts with hand selected agave from the highlands of Jalisco, Mexico, where the locals claim the best agave comes from," he stated.

They have a proprietary distillation process that produces a soft and smooth flavor. Nelson explained, "Lots of people recognize our packaging, but we think that it's more important that the product inside is truly exceptional."

For Todd Nelson, his job requires that he wears many hats. But, dealing with people is one of his favorite parts of his job. "The best part is



Arizona Sports and Lifestyle Magazine **FAST FACTS:**

1. Tequila was first distilled in the 1500-1600s in Jalisco, Mexico.
2. It takes 8-12 years for the agave to reach maturity.
3. Tequila was first imported into the United States in 1873 when the first load was transported to El Paso, Texas.
4. Agave is not a cactus, it has its own family, Agavaceae, which is closely related to the Lily family.
5. There are over 500 types of agave throughout the world.

▼ The finest tequilas, like CRUZ Tequila, utilize 100% blue agave.

Co-founder Pep Katcher with the award-winning CRUZ Reposado Tequila.

talking to people about CRUZ Tequila and sharing with them our passion for making an exceptional quality product," he noted. There are a lot of misconceptions, mainly in tequila's origins and production. "My favorite part is talking with consumers, especially those who claim they don't like tequila," said Nelson. "I love the look on their face when they experience CRUZ Tequila for the first time and [are] amazed by its smooth, soft flavor."

Social responsibility is another aspect of the company that they are proud to integrate in to their overall mission. They continuously contribute to many non-profit organizations. Some of the local, national and international organizations that are supported by CRUZ Del Sol Tequila include Phoenix

Children's Hospital, St. Mary's Food Bank, Pat Tillman Foundation and Juvenile Diabetes Research Foundation International. This reflects the celebration of the owners' success and taking an active role in their community.

CRUZ Del Sol Tequila is headquartered in Scottsdale, Arizona and is the flagship brand of Los Diablos International. You will find it served in the finest restaurants and is available across the United States. In Arizona, you can find it at the top 25 resorts and at AJ's Fine Foods, Basha's, Safeway and Albertson's Grocery Stores, among others. Big box retailers Costco, Bevmo and Total Wine also carry CRUZ. For additional information, visit www.cruztequila.com. 🍸

