

margarita at Los
os in Scottsdale made
UZ tequila; a CRUZ
not served neat with an
anying shot of sangrita
(left)



CRUZ

CRUZ launched their tequila early in 2008 with just a 100 percent agave *reposado*. The story begins with buddies reuniting after 20 years and deciding, while in Los Angeles, that they could make a better one. Apparently they can, as the CRUZ *reposado* recently won a gold medal at the San Francisco World Spirits competition. Last year, the

silver medal and a bronze medal for the package design. 134 FEBRUARY 2010 Phoenix Magazine

CRUZ also has family ties to Mexico. Two of the principals, brothers Pep and Saulo Katcher, were born in Guadalajara, Mexico. Their cousin, Ramon Ramirez, continues to oversee the CRUZ production in Arandas, Jalisco. Along with business partner Todd Nelson, the Katcher brothers set out to create an ultra-premium *reposado* tequila using eco-friendly, recycled packaging. The company also instituted a generous corporate giving program, donating 7 percent of its profits to national and local charities.

Based on the success of the *reposado*, and after repeated requests from bars, restaurants and liquor stores, the company launched CRUZ silver last October. Find CRUZ tequilas at Los Sombreros and The Mission in Scottsdale and Barrio Café, among others.