



## B&B AGAVE PRODUCTS FACT SHEET

**WHAT:** Agave Brands, based in Guadalajara, Mexico, was founded in 2002, with the vision to produce the highest quality tequila products. The company was founded by Francisco Beckmann Vidal, and his sons Francisco and Jorge Beckmann, seventh-generation descendants of Jose Antonio de Cuervo (founder of the famed Cuervo Tequila). Agave Brands presents La Certeza Tequila, an ultra-premium, 100% agave tequila, to the United States in 2006.

**FACTS:**

- B&B Agave Products is the parent company for **Tierra de Agaves** distillery, which was also built in 2002, and **Jalisco Agaves**, the agave estate which has been in the Beckmann family for more than 200 years
- **Francisco Beckmann** serves as the CEO while his younger brother **Jorge Beckmann** serves as the Director General for the Tierra de Agaves distillery and the Jalisco Agaves estate agave business
- **33** people work for Tierra de Agaves in the tequila production business in Tequila
- The Tierra de Agaves distillery, where **La Certeza** is created, is located five kilometers (approximately 3.1 miles) from the town of Tequila in the province of Jalisco, Mexico
- Jalisco Agaves grows and cultivates more than **4,000,000 Agave** plants, with less than **one percent** of those plants hand-chosen to become La Certeza Tequila
- In addition to more than 3500 acres of Agave plants, the land on which the Tierra de Agaves Distillery is housed also contains cooking, distilling and bottling facilities for the estate crafted tequilas, including La Certeza
- The Tierra de Agaves distillery is able to produce 5000 liters of 100% agave tequila each day

**LA CERTEZA:** The premiere tequila from B&B Agave Products La Certeza is wholly made from 100% blue agave and is estate-grown, estate-crafted and estate-bottled by the Beckmann Family, using two hundred years of tequila expertise and tradition. La Certeza is offered exclusively at top bars, restaurants and wine & spirits stores beginning in select markets on June 1, 2006, with a nationwide introduction before December 31, 2006.

<b>SRP:</b>	La Certeza™ Blanco	\$40.00 (750 ml)
	La Certeza™ Reposado	\$45.00 (750 ml)
	La Certeza™ Añejo	\$60.00 (750 ml)