



LA CERTEZA™ FACT SHEET

WHAT: An uncompromised dedication to the rich heritage and culture of authentic tequila makes La Certeza the certain choice for the rapidly growing number of aficionados across the nation. La Certeza, Spanish for “certainty,” uses only the finest mature blue agave in its distinguished 200 year-old family recipe. Estate grown, distilled and bottled, this luxurious ultra-premium tequila is certain to please any palate with its three varieties, Blanco, Reposado and Añejo. From first glance to last sip, savor the historic standard that defines the elegance of true tequila.

QUALITY:

- La Certeza uses only **fully mature, 100% estate-grown blue agave from Jalisco, Mexico**, the premiere growing region for the most flavorful agave.
- La Certeza’s 200 year-old recipe is carefully milled and fermented under the meticulous eye of their Master Tequilero.
- **Double-distilled** in traditional Cognac stills and aged in Bourbon barrels for uncompromised flavor and smoothness.
- La Certeza is offered in a traditional **Blanco**, a small-batch **Reposado**, and an elegant, limited-production **Añejo**.
- Estate crafted by the **Beckmann family**, one of Mexico’s oldest tequila producers, their **six generations** and over **200 years of experience** goes into each bottle of La Certeza.
- La Certeza’s unique bottle design combines the traditional aspects of ancient Aztec architecture with a clean and sophisticated “tuxedo” label bearing the trusted quatrefoil, a symbol of the highest degree of authenticity.

WHERE: La Certeza is offered exclusively at top bars, restaurants, and wine & spirits stores nationwide.

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