



La Certeza™ Launches in United States

The Beckmann and Boisset Families Introduce New Ultra-Premium Tequila

(New York, May 8, 2006) – The result of more than 200 years of tequila expertise, La Certeza™, an estate-crafted, 100% blue agave, ultra-premium tequila, is proudly introduced to the United States on June 1. Available in select markets initially, with a national launch by the end of 2006, the La Certeza Blanco will retail for \$40.00, the Reposado for \$45.00 and the Añejo for \$60.00.

Hand-chosen, fully-mature agaves, all grown on the Beckmann Estate just outside the town of Tequila, Jalisco, are selected to become La Certeza. Every batch is supervised individually by La Certeza's Master Tequilero to achieve the hints of black pepper and citrus of the Blanco, the vanilla and butterscotch aromas of the Reposado, and the complex elegance of roasted peppers, toasted almonds and vanilla beans in the Añejo. Enjoyed in a snifter glass or in a martini, La Certeza boasts a smooth, soft palate, sure to please both tequila lovers and vodka connoisseurs alike.

In the last decade, tequila has grown by 77%, making it the fastest-growing spirit category. It is predicted to grow at twice the rate of distilled spirits as a whole. La Certeza will be introduced at the ideal time, when American consumers are eager to find a truly soft and delicious tequila for their enjoyment.

A Family of Artisans

La Certeza is the result of three great families coming together to create this illustrious tequila: the Beckmanns – synonymous with tequila and former co-owners of Jose Cuervo, the Boissets – a Burgundian family celebrated for its dedication to *terroir*, and the La Certeza family – the close-knit group of tequila artisans who combine generations of experience and expertise in every bottle of La Certeza. From the grower supervisor, who passes down more than 60 years of skill to the team of jimadors, who hand pick the choicest blue agaves, to the master tequilero, who fosters those agaves through the tequila process, every member of the La Certeza family takes great pride in bringing the smoothest and most refined of tequilas to America.

Estate-Grown

Known for the finest agave in all of Jalisco, the Beckmann's 3500-acres of agave fields produce the choicest blue agave in Mexico. La Certeza treats each piña like family, waiting until the agave's honey percentage is at its highest before harvesting. Owners of the land since 1758, the Beckmanns ensure quality in every bottle of La Certeza by repopulating their field after each harvest with the "sons" of the original agave plants – making every generation genetically identical to those harvested two centuries ago.

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Estate-Distilled

Continuing a tequila tradition that began in 1795 when the Beckmann family obtained the first license to produce "Vino de Mezcal," a precursor to modern tequila, the La Certeza family combines new, state-of-the-art facilities with traditional distilling methods to create La Certeza. The agave, fresh from harvest in nearby fields, is slow-cooked, carefully milled and fermented on the estate. La Certeza is then twice-distilled in traditional Cognac stills and double-aged in Bourbon and French oak barrels for both flavor and color.

Estate-Bottled

The bottle is a reflection of the tequila within. Elegant, with a regal shape, the clear glass accents the hues of each tequila, with lines and angles inspired by Aztec architecture. The deep black label and top give a touch of formality, befitting the smooth, elegant spirit inside.



La Certeza is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious *terroirs* – a French word that encompasses all of the aspects that make an individual site unique, from the native soil to the climate to the people that invest their lives in the land.