

Valley Agave

Tequila
Arte NOM
Selección

GENERAL AGAVE AZUL GROWING REGION

TEQUILA

GUADALAJARA



NOM 1123

EL ARENAL

NOM 1414

ARANDAS

ATOTONILCO
EL ALTO

NOM 1146

JESUS
MARIA

NOM 1579

Highland Agave

LAGO DE CHAPALA

Rio Grande de Santiago

Rio San Juan

Rio Surca

LA SIERRA MADRILEÑA

L. DE ATOTONILCO

L. DE CASILLAS

L. DE SAN GAL

L. DE ZARAGOZA

L. DE BOVILLA

LA LAGUNA

LAGOS DE MORENO



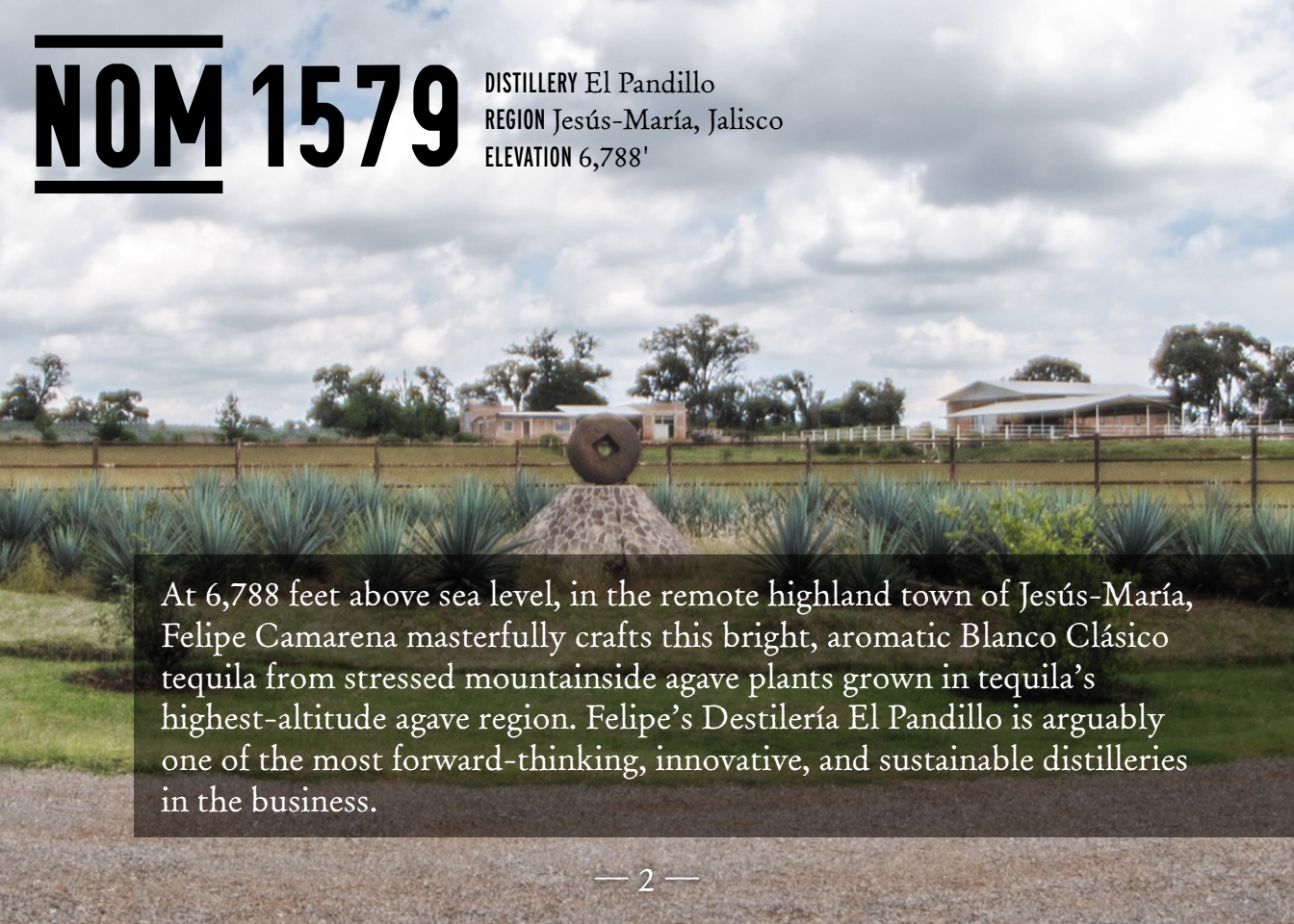
A person wearing a blue shirt and a white hat is riding a light-colored horse along a dirt path that winds through a vast, green field. The sky is filled with large, dark, dramatic clouds, suggesting an approaching storm or late afternoon light. In the distance, there are low mountains and a few small buildings.

JALISCO

From its coastal shores to rugged mountains, Jalisco offers expansive ecological diversity in a single state. The birthplace of mariachi music and birria, haven to campesinos and travelers alike... but most widely known for tequila: art and craft in perfect union.

NOM 1579

DISTILLERY El Pandillo
REGION Jesús-María, Jalisco
ELEVATION 6,788'



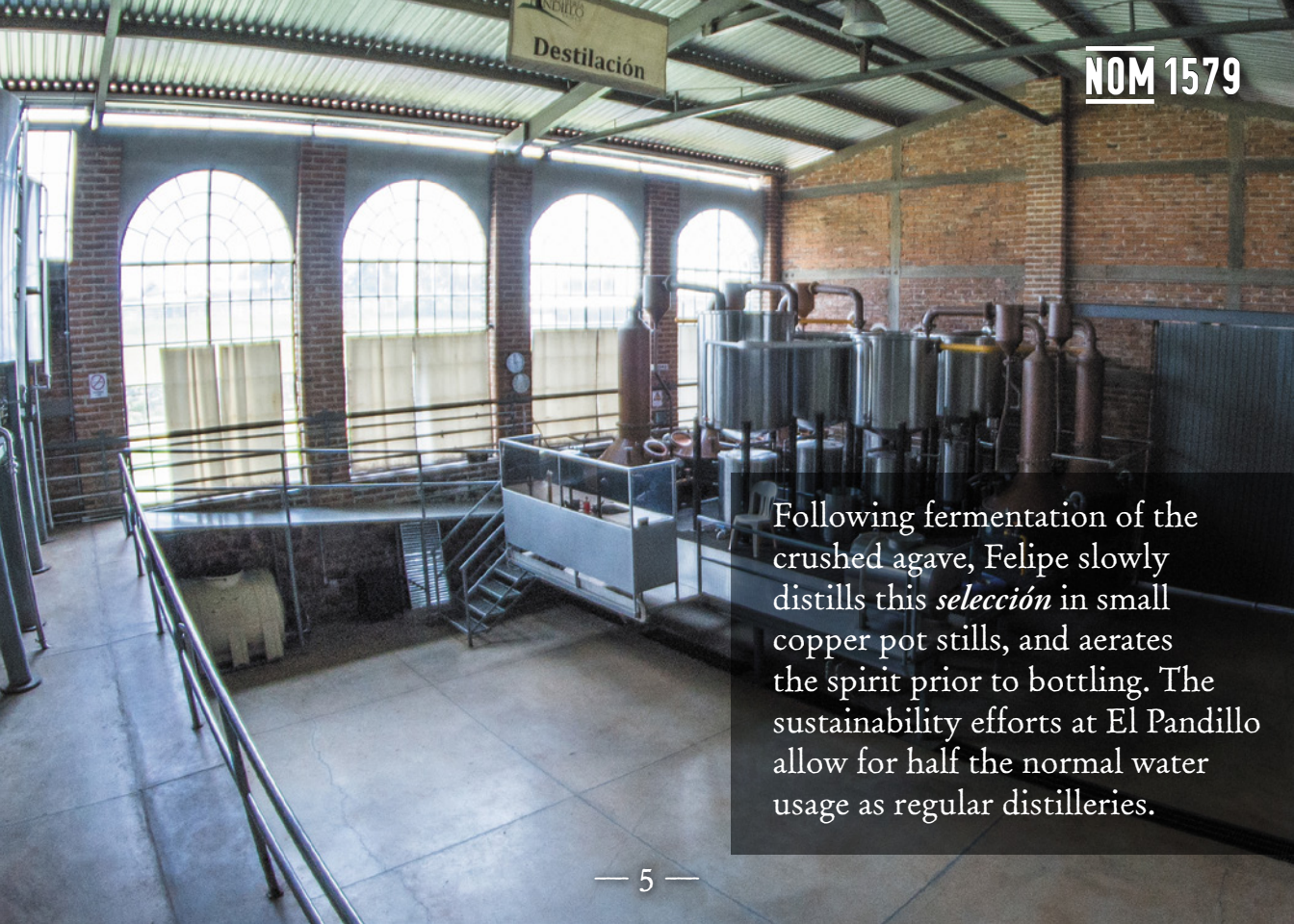
At 6,788 feet above sea level, in the remote highland town of Jesús-María, Felipe Camarena masterfully crafts this bright, aromatic Blanco Clásico tequila from stressed mountainside agave plants grown in tequila's highest-altitude agave region. Felipe's Destilería El Pandillo is arguably one of the most forward-thinking, innovative, and sustainable distilleries in the business.

MASTER DISTILLER
Felipe Camarena



NOM 1579

After harvesting, the agave piñas are slowly roasted in brick ovens and macerated with their fibers for a richer, fuller flavor, using Felipe's innovative "Frankenstein" roller press.



Destilación

NOM 1579

Following fermentation of the crushed agave, Felipe slowly distills this *selección* in small copper pot stills, and aerates the spirit prior to bottling. The sustainability efforts at El Pandillo allow for half the normal water usage as regular distilleries.

NOM 1123

DISTILLERY Tequila Cascahuín
REGION El Arenal, Jalisco
ELEVATION 4,199'



In the Tequila Valley town of El Arenal, Jalisco, Master Distiller Salvador Rosales Torres carefully distills this blanco valley-elevation tequila in a “histórico” style using time-honored traditions at Tequila Cascahuín, located in the town of El Arenal, Jalisco.



MASTER DISTILLER
Salvador Rosales Torres

NOM 1123

HORNO No. 2

HORNO No. 1





The Rosales family produces ArteNOM Blanco Histórico 1123 in El Arenal, Jalisco at their renowned Destilería Cascahuín from lower-brix valley agave in the Lowland tequila style: earthy, vegetal, herbaceous, and slightly peppery. This *selección* is made from those valley plants which, once distilled into tequila, are barrel-conditioned for 21-28 days in brandy casks that previously held Oaxacan mezcal, such as high-end blanco tequilas from the Tequila Valley were sometimes prepared in the early 1900s. For this reason, this expression is referred to as a “Blanco Histórico.”

NOM 1414

DISTILLERY Destilería El Ranchito
REGION Arandas, Jalisco
ELEVATION 6,709'

The Vivanco family began cultivating highland agave during Mexico's tumultuous post-revolutionary period of 1919-1929. In Don Feliciano Vivanco's hometown of Arandas, Jalisco, subsequent generations of Vivancos have remained devoted to expanding the family's agave plantations, and in 1994, the family dream of acquiring their own distillery was finally realized with the purchase of Destilería El Ranchito.


MASTER DISTILLERS

Sergio &

José Manuel Vivanco


With approximately 2,000 acres of estate-grown agave at their disposal, Sergio & José Manuel Vivanco have become renowned for producing rich, well-balanced tequilas, with an intriguing minerality, a hallmark of the region's soil.



A man wearing a plaid shirt, dark pants, and a cap is using a large axe to cut through a large agave head. He is surrounded by a massive pile of agave heads, some of which are wrapped in white plastic. In the background, there is a building with corrugated metal siding and a person in a pink shirt working in a doorway. The scene is outdoors, likely in a processing area for agave spirits.

NOM 1414

For ArteNOM Selección de 1414, the family brings back their unique and extraordinary tradition of fermenting the agave mash with field-extracted wild yeast, for an unparalleled display of agave terroir in this delicious reposado expression.

A photograph showing two men in a brick oven. The man on the left, wearing a blue and white striped shirt and dark pants, is holding a large, dark, roasted agave piña up to a bright opening in the wall. The man on the right, wearing a dark long-sleeved shirt and grey pants, is standing with his back to the camera, looking towards the opening. The oven is filled with stacks of roasted agave piñas on both sides. The walls are made of reddish-brown bricks.

The Vivanco family roasts their matured agave in traditional low-pressure brick ovens to fully cook the piñas which will later be crushed to extract their juices for fermentation.

NOM 1146

DISTILLERY Tequileña

REGION Atotonilco El Alto, Jalisco

ELEVATION 5,541'

At Tequileña, in the eponymous valley town of Tequila, Jalisco, home to a range of celebrated tequilas, Master Distiller Enrique Fonseca distills agave predominantly grown in and around his highland hometown of Atotonilco el Alto, Jalisco, located a two-hour drive into the mountainous interior.

MASTER DISTILLER
Enrique Fonseca

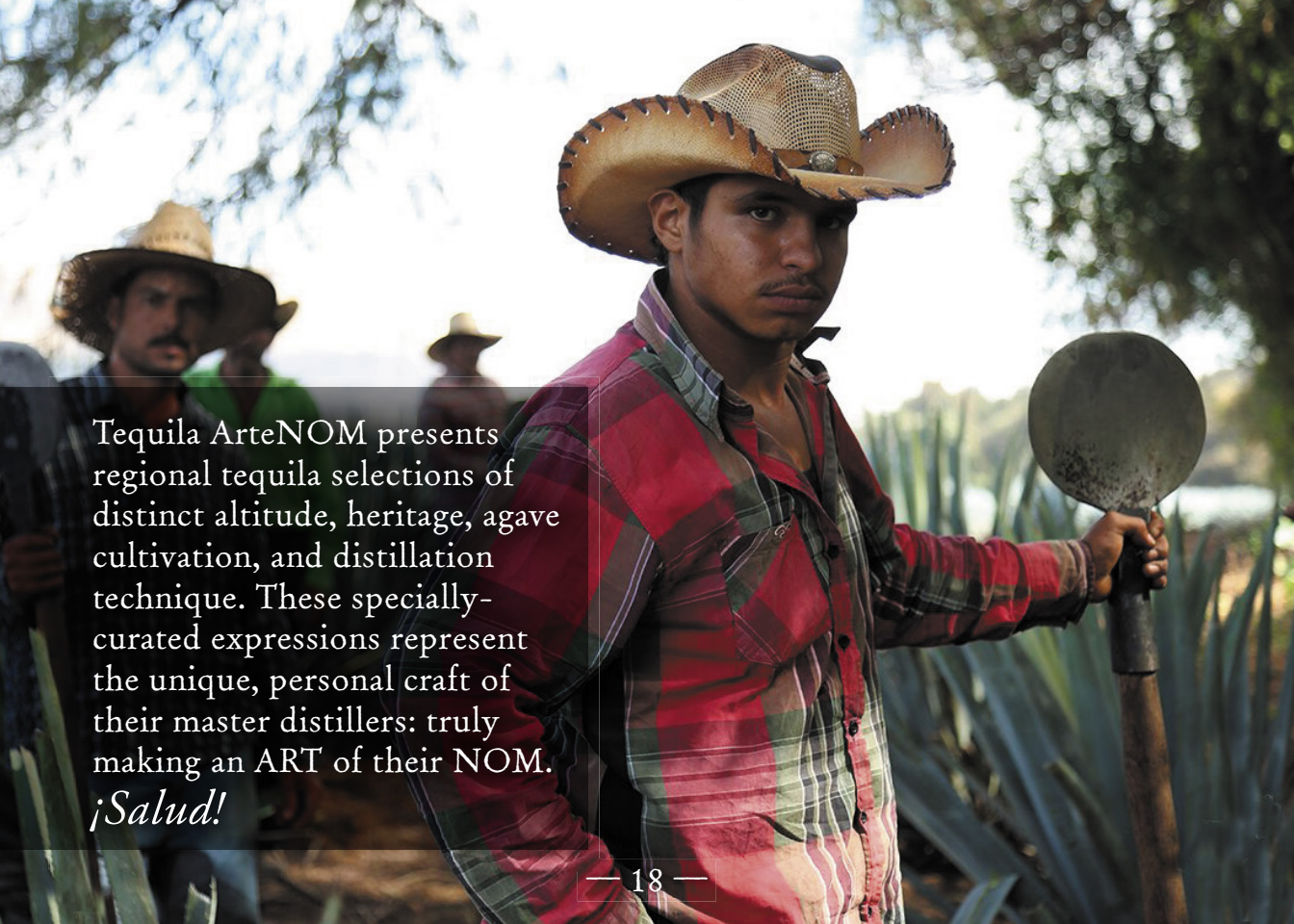


In addition to his expertise in distillation and blending, Enrique Fonseca is a renowned agave producer, owning one of the largest plantation holdings in the state of Jalisco.



NOM 1146

For our 1146 añejo *selección*, Enrique barrels his tequila in used Cabernet Franc wine barrels from the Loire Valley of France for 14 months. The European-oaked añejo tequila is then laid into toasted American white oak for an additional 14 months before bottling.

A man in a cowboy hat and plaid shirt stands in an agave field, holding a circular tool. Other men in cowboy hats are visible in the background.

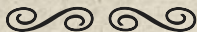
Tequila ArteNOM presents regional tequila selections of distinct altitude, heritage, agave cultivation, and distillation technique. These specially-curated expressions represent the unique, personal craft of their master distillers: truly making an ART of their NOM.

¡Salud!



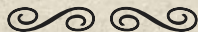
NOM 1579

Blanco Clásico
Highest elevation
growing region
6,788' Alt.
Jesús-María



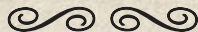
NOM 1123

Blanco Histórico
Valley elevation
growing region
4,199' Alt.
El Arenal



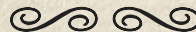
NOM 1414

Reposado
Highland elevation
growing region
6,709' Alt.
Arandas



NOM 1146

Añejo
Mid-Slope elevation
growing region
5,541' Alt.
Atotonilco El Alto





NOM 1579

MASTER DISTILLER
Felipe
Camarena

NOM 1123

MASTER DISTILLER
Salvador
Rosales Torres

NOM 1414

MASTER DISTILLERS
Sergio &
José Manuel Vivanco

NOM 1146

MASTER DISTILLER
Enrique
Fonseca

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Art. NOM
Selección

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DEL AGAVE**
S.A. de C.V.

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