

Plata

#1

SRP \$49.99

SIP DON'T SHOT

SIEMPRE IS THE ROSE THAT Grew FROM ADVERSITY. THE FLOWERS, BOTH DEAD AND ALIVE, IN OUR HAND-SHOWN LABEL REPRESENT BEAUTY BORN FROM STRUGGLE. WE REMEMBER TO CELEBRATE GOOD TIMES, BAD TIMES, AND EVERYTHING IN BETWEEN - BECAUSE IT'S ALL PART OF WHAT MAKES US WHO WE ARE.

**DISTILLERY:** VIVA MEXICO  
**AGAVE:** TEQUILANA WEBER VARIETAD AZUL  
**COOKING METHOD:** BASKING  
**EXTRACTION METHOD:** SOLER MILL  
**WATER SOURCE:** DEEP WELL  
**FERMENTATION:** RUM YEAST, MOZART METHOD  
**DISTILLATION:** 2X DISTILLER COUPLE POINTS  
**ADDITIONAL INFO:** ADDITIVE FREE

VINTAGE: 2023 BOTTLE NO: \_\_\_\_\_

*Sergio Cruz*  
 SERGIO CRUZ, MAESTRO TEQUILERO

DISTILLED IN ARANDAS, JALISCO, MEXICO

100% AGAVE

**SIEMPRE**

HECHO EN MEXICO

750mL 40% Alc./Vol.  
 PLATA

**SIEMPRE PLATA**  
CRAFTED BY MASTER DISTILLER SERGIO CRUZ USING AGAVE FROM THE VIVANCO FAMILY ESTATE FARMS, SIEMPRE PLATA REFLECTS THE RICH TERROIR OF JALISCO. FERMENTED WITH THE MOZART METHOD AND A BLEND OF RUM AND CHAMPAGNE YEASTS, IT BALANCES HIGHLAND AND LOWLAND FLAVORS, UNIQUELY FILTERED THROUGH VOLCANIC STONE, THIS EXCEPTIONAL TEQUILA RETAINS ITS BOLD COMPLEXITY.

**TASTING NOTES:** COMPLEX AROMAS AND FLAVOURS OF SPICE, HERB, PEPPER, BRINE/SEA SALT, AND CITRUS WITH CANDIED, FLORAL NOTES AND HINTS OF COOKED AGAVE AND SWEET FRUIT. EXCEPTIONALLY SMOOTH.

**NOTABLE AWARDS:**  
BTI - 99 POINTS - 2X GOLD MEDALS  
PR%F AWARDS - 2X GOLD MEDALS  
INTERNATIONAL SIP AWARDS - PLATINUM

-Core line-