



INICIO ®  
PREMIUM TEQUILA

2



HARVEST

1

- . Mexico, Jalisco
- . Semi-arid climate
- . Growing altitude 1,500 to 2,000 MAMSL
- . Volcanic ground conditions
- . Approx. 2,800 sunny days to the harvest
- . Even the Aztecs enjoyed fermented agave juice



BLUE AGAVE

### 100% AGAVE AZUL quality label

Tequila made from 100% blue agave may only be produced and bottled by certified enterprises in these five regions. These tequilas bear the "100% AGAVE" quality label.



### ORIGINAL TEQUILA

Since 1974 the "Tequila" destination of origin has been permitted in five states in Mexico (Nayarit, Michoacán, Guanajuato, Tamaulipas and Jalisco).

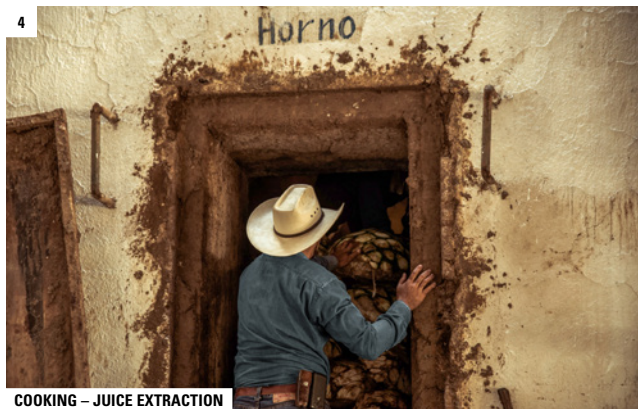


3



AGAVE HEARTS

4



**COOKING – JUICE EXTRACTION**

5



**FERMENTATION**

7



**BARREL AGING**

6



**DISTILLATION**



For INICIO® Tequila, we use ripe, hand-picked blue agave that we grow ourselves. Produced with passion and age-old tradition in our small family-run business in Jalisco, Mexico.



**DON GILDARDO**



**DISTILLERS SINCE 1959**



**DOÑA LETICIA**



**INICIO**   
PREMIUM TEQUILA



# BLANCO — LECHUZA

SMOOTH, SWEET, WITH FRUITY AGAVE NOTES

Flavour: sweet and fruity, citrus note, and fresh with a smooth finish

Production: small batches with a selection of the best blue agave at their peak of ripeness

Storage: none

Colour: crystal clear

Awards: 2019 – ÖGZ: Gold  
(The best spirits in the Austrian catering and hotel industry)





**INICIO**<sup>®</sup>  
PREMIUM TEQUILA



# REPOSADO — BISONTE

## BALANCE BETWEEN OAK BARREL AND AGAVE NOTES

- Flavour: subtle barrique notes, light sweetness, slightly fruity with a soft finish
- Production: INICIO<sup>®</sup> Tequila Blanco ripened in used French red wine barrels
- Storage: 9 months
- Colour: Gold
- Awards: 2019 – ISW: Grand Gold  
(Meiningers International Spirits Award)





**INICIO**  
PREMIUM TEQUILA



# AÑEJO — JAGUAR

## SYMPHONY OF OAK BARREL AROMAS

- Flavour: multitude of barrique notes, light sweetness, somewhat fruity with a very soft finish
- Production: INICIO® Tequila Blanco ripened in used French red wine barrels
- Storage: 22 months
- Colour: dark amber
- Awards: 2019 – ISW: Gold  
(Meiningers International Spirits Award)





FROM OUR FAMILY TO YOURS!



**INICIO**   
PREMIUM TEQUILA

[www.TequilaNICIO.com](http://www.TequilaNICIO.com)  
[info@TequilaNICIO.com](mailto:info@TequilaNICIO.com)

Follow us on

