
CASA TEQUILERA®
PASSIONATE ABOUT TEQUILA
MAKING SINCE 1965

MAESTRO TEQUILERO

Don Luis, my father. He's had a romance with tequila making for more than 50 years; he bequeathed to me not only a passion for life, as well as countless values. He's been an example of honesty, bravery, and joy for life, and he instilled in me an eagerness to pass these experiences on, both in life and at my job, which is what gives flavor and aroma to these lifelong traditions of ours.

I was born in the land where it all started: Tequila, Jalisco. I grew up among agave plants, tequilas, and good, hard-working people; I grew up playing in the agave landscape, among tequila ovens and alembics, not knowing that life would put me back in the same place, now with an even greater love for this land, which allows me to create my own story and "play" again among the agaves and alembics, making the best artisanal tequila there is. That is my father don Luis Yerenas's legacy, which I strive to honor every day of my life. **That is Casa Tequilera.**

Hugo Yerenas
CEO / Maestro Tequilero
Casa Tequilera

Hugo Yerenas



DRINK MADE INTO ART

Tequila is more than a liquor: it’s culture, passion, legacy, friendship, union, joy…
it’s Mexico as a whole!

AGAVE FIELDS

Our artisanal process of tequila making starts in our agave fields, where we harvest ripened agaves; only the hearts of the best plants are collected through a process called "Jima", which brings out the best of their properties.

01





JIMA

02

Jima is the process of cutting the leaves and roots of the agave, until the pineapple or heart of the plant is exposed. The first jima is made eight to ten years after planting.

Once the Jima is done, the agave hearts are transported to our distillery, where they will go through a baking process from which we will obtain their juice.

OVENS

03

The hearts of agave are subjected to high temperatures inside our ovens where their juices transform into sweet, easily-fermentable honey.
Fermentation in our distillery is natural, we don’t rush the process and take advantage of our agaves’ richness. Once fermentation is done, we start the distilling stage.





DISTILLATE IN ALEMBICS

04

Throughout the distillation process, we will purify the original agave juices or “wort” by circulating them through a series of steel/copper alembics.

BOTTLING AND AGING

05

Finally, after a second distillation, we will obtain the purest White tequila, which will be bottled for its final presentation. Once this high-quality White tequila is obtained, it can be taken to our aging area where it will rest until it becomes Reposado or Añejo tequila.



FAMILY, HONOR, AND TRANSCENDENCE

Casa Tequilera’s tradition started back in 1965, when Mr. Yerenas fell in love with tequila making, first as a lab technician and then, as a tequilero Master and coordinator of fine tequilas development.

We inherited his passion for good tequila making thanks to our CEO, Hugo Yerenas, who has added to the family’s legacy with his innovative approach to tequilas and agave spirits.

OUR MISSION

We at Casa Tequilera seek to create tequilas with international quality, honoring the tequila Masters that have protected and developed this colorful Mexican tradition for generations.

OUR VISION

We look forward to becoming a leading brand with our combination of artisanal processes and innovative products that take the art of tequila making to a whole new level of flavor and meaning.



AGAVE HEART

In ancient times, the gods gifted men with the capacity to transform an agave heart into delicious honey that made the heart bounce. We have perfected our ancestors' craft to offer tequilas that combine artisanal processes with the highest quality standards.

Casa Tequilera is compliant with Mexican Official Standard (NOM) 1598 to honor the specifications established by institutions such as the CRT (Tequila Regulatory Council, in its initials in Spanish); we also comply with standard NOM-006-SCFI-2012

NOM 1598 CRT



FROM THE FIELD TO THE GLASS

Amatitan, Jalisco is a place of tradition and honor at the heart of tequila's homeland. This is the actual birthplace of this world-known and universally beloved liquor.

The story of Mexico's most emblematic spirit can be traced back to the 16th century, right in this town where the blue of the sky blends with that of the agave landscape; the mild climate and volcanic soils are ideal for harvesting tequilana Weber blue agave, tequila's sole ingredient.

Blue agave provides identity to our municipality, so much so that it adorns our coat of arms to honor the generations of tequileros who have dedicated their lives to Mexico's most famous beverage.

Amatitan is home to our factory and distillery; known as "La Regional"; its tradition and quality have made the region's tequilas stand out for decades. Today it shines again thanks to its location and production capacity.

A new tradition has been born from our agave fields, one that wants to be part of the best moments in the life of tequila lovers around the world.





1965®

– LYR –

TEQUILA 100%
DE AGAVE AZUL

LEGACY AND HERITAGE MADE INTO TEQUILA

Blanco / Reposado / Añejo

We honor the Yerenas' family legacy with tequilas that reflect more than 50 years of passion for tequila making.
We have selected the best tequilana Weber blue agaves. The agave syrup obtained in the oven thanks to our late fermentation potentializes the flavor and aromas of the juices extracted entirely from the agave's heart; distillation is done in alembics made with a steel/copper alloy.

1965® Tequila represents the traditions of our land exceptionally the traditions of our land; our Maestro tequilero, Hugo Yerenas, takes even the tiniest detail into account to obtain a unique artisanal tequila.

1965

- LYR -

TEQUILA 100%
DE AGAVE AZUL

BLANCO

An exquisite tequila developed from the best blue agave tequilana Weber, preserving the character and brilliance of its sweet origin. Produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **To the eye:** Bright silver with glimmering “legs”, full-bodied.
- **To the nose:** Herbal and citrus aroma. Light fruity notes.
- **To the palate:** Sweet and smooth cooked agave flavor with hints of caramel, and light herbal notes.
- **Aftertaste:** Smooth, long notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

* When mixing, choose classic cocktails.

PACKAGING:

- Box with 6 bottles, 750 ml each
- Pallet with 18-box rows, max. 90 boxes.



1965

- LYR -

TEQUILA 100%
DE AGAVE AZUL

REPOSADO

This tequila has gained a great body and a smooth taste of cooked agave due to the fact it rests inside an American and French oak barrel.
Produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **Aging:** Type of barrel, american and french oak.
- **To the eye:** Bright gold, full-bodied.
- **To the nose:** Soft and sweet baked agave aroma with hints of wood, butter and vanilla.
- **To the palate:** A smooth taste of cooked agave, light and fresh wood, with caramel and light hints of vanilla.
- **Aftertaste:** Long and intense notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

* When mixing, choose classic cocktails.

PACKAGING:

- Box with 6 bottles, 750 ml each
- Pallet with 18-box rows, max. 90 boxes.



1965

- LYR -

TEQUILA 100%
DE AGAVE AZUL

AÑEJO

Our exquisite aged tequila has been double-aged, first inside American oak barrels and then in French oak barrels. Produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **Aging:** Type of barrel, american and french oak.
- **To the eye:** Intense dark ochre hue, full-bodied.
- **To the nose:** Intense wood aroma, cooked agave, butter, vanilla, chocolate and dried fruits.
- **To the palate:** Sweet flavor with intense smoked wood notes. Hints of vanilla, cherry, orange and chocolate.
- **Aftertaste:** Intense, prolonged notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

PACKAGING:

- Box with 6 bottles, 750 ml each
- Pallet with 18-box rows, max. 90 boxes.



TEQUILA CLEMENTINA®
100% DE AGAVE

A VERY MEXICAN TEQUILA

Blanco / Reposado / Añejo / Rosa

Our family of tequilas honors the roots and traditions of the artisanal production of Mexico's most iconic beverage, combining them with innovative proposals that warm our bodies and hearts. Clementina® 100% blue agave tequila is produced with blue agaves harvested directly from our fields; our natural fermentation process doesn't rush the magic that turns the juices extracted from the heart of the agaves into liquor, with no added ingredients. We then begin the distillation process in steel-copper alembics.





TEQUILA CLEMENTINA® BLANCO

A very clear, vibrant tequila, just like Jalisco's sky! It's obtained by extracting the juices of the blue agave heart. produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **To the eye:** Lively platinum spark with a perfect body.
- **To the nose:** Citric and herbal aroma. Floral notes with a slight vanilla aroma, combined with cooked agave and sweet caramel.
- **To the palate:** Mild with a hint of agave syrup, caramel, herbal, and citric notes.
- **Aftertaste**: Smooth, long notes with a great body.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

*Ideal for its use in mixology. When mixing, try combining it with sweet flavors such as iced tea.

PACKAGING:

- Boxes with 6, 750 ml each.
- Pallet with 21-box row, max 105 boxes.





TEQUILA CLEMENTINA® REPOSADO

Our exquisite reposado displays a gleaming amber tone. It's been resting inside American oak barrels for 3 months. produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **To the eye:** Vibrant gold with a great body.
- **To the nose:** Soft pine aroma with butter, vanilla, candy, and cooked agave notes.
- **To the palate:** Smooth, dry with a hint of fresh wood, delicate caramel, and vanilla notes.
- **Aftertaste:** Smooth with long notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

*If you want to combine it, try mixing it with any soda flavor.

PACKAGING:

- Boxes with 6, 750 ml each.
- Pallet with 21-box row, max 105 boxes.





TEQUILA CLEMENTINA® AÑEJO

This sumptuous "añejo" tequila has been aged inside American oak barrels for 12 months. produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **To the eye:** Brilliant ochre tones with a great body
- **To the nose:** Woodsy, deep notes with caramel and cooked agave aromas, chocolate.
- **To the palate:** Toasted wood taste with a hint of chocolate.
- **Aftertaste:** Great, intense body with large notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

PACKAGING:

- Boxes with 6, 750 ml each.
- Pallet with 21-box row, max 105 boxes.





TEQUILA CLEMENTINA® ROSA

This new product is a party of aromas and flavors that stands out due to its pink hue, obtained by resting the tequila inside red wine barrels. produced in Amatitan, Jalisco at Fabrica La Regional - Casa Tequilera.

Alc.Vol.: 38% & 40% (80 Proof).

TASTING NOTES:

- **To the eye:** Translucent with pink hues and a great body.
- **To the nose:** Soft woodsy aroma, with hints of butter, vanilla, candy, and cooked agave.
- **To the palate:** Super smooth with a hint of fresh wood, soft caramel, and vanilla notes.
- **Aftertaste:** Smooth with long notes.

WE RECOMMEND:

- Keeping it below 20°C (68°F).
- Serving it straight or on the rocks.

PACKAGING:

- Boxes with 6, 750 ml each.
- Pallet with 21-box row, max 105 boxes.



LICORES DESTILADOS

CLEMENTINA®

100% DE AGAVE

OUR SPIRITS

Our love for Mexico is reflected in our customs, traditions, and even in our beverages. We wish to add to the joy of shared moments and new traditions alongside those we loved ones, by finding new ways to savor the flavors of our land and the happiness of our people.

Meet our Agave Wine and flavored agave liqueurs with a quintessentially Mexican approach. Ready to be there where you create new memories with your dear ones.





CLEMENTINA®
CLASSIC MARGARITA

The US's best-selling cocktail highlights Jalisco's flavors; this spirit offers a perfect balance between sweet and sour notes for a refreshing and delicious drink, ready to use!

Alc.Vol.: 13.9% (28 Proof).

WE RECOMMEND:
- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight, on the rocks, or as a frappé.

*All our liqueurs are amazing for mixology.

PACKAGING:
- Box with 6 bottles, 750 ml each
- Pallet with 15-box rows, max. 90 boxes.





CLEMENTINA® TAMARIND MARGARITA

Exquisite and refreshing, this liqueur brings the tamarind flavor to the forefront to offer an unforgettable experience.

Alc.Vol.: 13.9% (28 Proof).

WE RECOMMEND:
- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight, on the rocks, or as a frappé.
*All our liqueurs are amazing for mixology.

PACKAGING:
- Box with 6 bottles, 750 ml each
- Pallet with 15-box rows, max. 90 boxes.





CLEMENTINA® HIBISCUS MARGARITA

This flower provides a basis for countless Mexican drinks thanks to its beautiful color and subtle flavor: sweet, tart, and delicious!

Alc.Vol.: 13.9% (28 Proof).

WE RECOMMEND:
- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight, on the rocks, or as a frappé.

*All our liqueurs are amazing for mixology.

PACKAGING:
- Box with 6 bottles, 750 ml each
- Pallet with 15-box rows, max. 90 boxes.





CLEMENTINA® COFFEE LIQUOR

Its delicated roasted coffee aroma and flavor perfectly complement the notes of blue agave used to create it. Everybody loves coffee, right?

Alc.Vol.: 13.9% (28 Proof).

WE RECOMMEND:
- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight, on the rocks, or as a frappé.
*All our liqueurs are amazing for mixology.

PACKAGING:
- Box with 6 bottles, 750 ml each.
- Pallet with 15-box rows, max. 90 boxes.



CLEMENTINA®
HORCHATA
CREAM LIQUOR

The authentic flavor of Mexico's famous rice-based beverage: horchata; an ideal drink to mix with coffee and hibiscus, or a unique and flavorful after-dinner beverage in its own right.

Alc.Vol.: 13.9% (28 Proof).

WE RECOMMEND:
- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight, on the rocks, or as a frappé.

*All our liqueurs are amazing for mixology.

PACKAGING:
- Box with 6 bottles, 750 ml each.
- Pallet with 15-box rows, max. 90 boxes.



AGAVE WINE
CLEMENTINA®
100% DE AGAVE

AGAVE WINE

In line with the Clementina® essence, our Agave Wine evolves the use and process of agave by creating an innovative liquor that maintains the essence and taste of agave; here, innovation doesn't disrespect tradition but the other way around, it enhances it with sweetness and generosity.





CLEMENTINA® AGAVE WINE

Clementina® Agave Wine is a liquor created with a unique formula. We slowly and naturally ferment and macerate agaves; the result is a spirit with a subtly sweet taste, a very aromatic nature of agave and herbal notes, and a great golden body. Clementina® Agave Wine is ideal for mixology, and it can be enjoyed straight as well.

Alc.Vol.: 20% (40 Proof).

TASTING NOTES:

- **To the eye:** Translucent, glimmering golden hues, great body.
- **To the nose:** Agave aromas, sweet caramel with slight woodsy notes.
- **To the palate:** Delicate smoked agave honey with caramel notes.
- **Aftertaste:** Smooth and light.

WE RECOMMEND:

- Keeping it in the fridge, or below 18°C (64°F).
- Serving it straight or on the rocks.

*It goes really well with desserts, and it enhances the flavor of other spirits and cocktails.

PACKAGING:

- Boxes with 6, 750 ml each.
- Pallet with 21-box row, max 105 boxes.



BOCA·CHICA®

CAFÉ LICOR DE AGAVE

COFFEE + AGAVE WINE

We've created a spirit that combines the best of two worlds: the delicacy of a magnificent agave product and the sweetness of coffee, a sort of black gold that invites everybody to meet and enjoy a great time. Find this and much, much more inside this bottle!



COFFEE + AGAVE WINE

Our agave liquor is infused with cold-brewed coffee, and later matured inside French oak barrels to obtain a unique product that maintains all its original flavors. This spirit is traditionally handcrafted.

Alc.Vol.: 20% (40 Proof).

TASTING NOTES:

- **To the eye:** Dark and deep.
- **To the nose:** Agave aroma. caramel notes with a robust coffee aroma and a hint of wood.
- **To the taste:** Smooth notes of agave, wood, coffee, and sweet caramel notes.
- **Aftertase:** Smooth, light, and long notes.

WE RECOMMEND:

- Keeping it in the fridge, or below 18°C (64°F).
- Serving it as an aperitif, or on the rocks in an old-fashioned glass.

*In mixology, it perfectly enhances coffee-based drinks.

PACKAGING:

- Box with 6 bottles, 750 ml each.
- Pallet with 18-box rows, max. 90 boxes.





CASA TEQUILERA®

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