



FOR IMMEDIATE RELEASE

Calling All Angels...

Tequila Angel Bendito's Blanco, Añejo and Reposado take flight. They are the newest products in Aguirre Tequila Imports' stellar portfolio.

July 14, 2008: Aguirre Tequila Imports, a company whose tag line is "Join the tequila revolution," is poised to put out a new range of boutique tequilas that epitomizes their spirit of independence, pride and innovation. **Tequila Angel Bendito** tequilas are an ideal addition to the Aguirre line-up, thanks to focus and attention to detail that separates them from other limited batch specialty tequilas.

"This is a hand-made product from beginning to end, from the harvesting of the blue agave to the fermentation to the distillation to the crafting of the artisan blown angel shaped bottles to the one piece natural cork and glass stopper, topped by a chromed halo," says **company CEO Ernesto E. Aguirre** emphatically. "Labels are hand-painted through an artesian serigraphy process, and every step involves some form of high quality controls. No matter what expense is involved with this production, if a tequila does not meet this family's standards, they won't put out a product that's anything less than what they would want in a fine tequila themselves."

The Fonseca family, until recently, was focused on harvesting and sourcing agave for high-end tequilas for 80 years. However, the retirement of the family patriarch prompted younger members to reassess their own future in tequila production. It was decided that the FONSECAS from here on out would produce a fine, small-batch trio of tequilas (Añejo, Reposado and Blanco) designed for a discriminating palate.

TEQUILA 100% AGAVE BLANCO • AÑEJO • REPOSADO




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Tequila
Angel
Bendito®

After months and years of getting the tequila ready for market, they aligned themselves with Aguirre Tequila Imports, who in turn, are looking at late summer for their formal U.S. Launch and early fall for their flow to distributors and their accounts in limited markets throughout the U.S.

“Our goals are ambitious but realistic, taking into account the fact that this range is limited production and hand-produced from start to finish like many of our other brands,” Aguirre says. “If we do 1000 cases of each type in the year starting with our launch, we will be very happy.”

After a launch event tentatively scheduled for late summer, the company will follow with a series of print ads and promotion through involvement charitable golf tournaments including the Carson Palmer Open benefiting Hill View Acres (a home for abused and neglected children), the Jack-in-the-Box/Coca-Cola golf tournament supporting Big Brothers/Big Sisters, the Sickie Cell Disease Foundation Golf Tournament and the Dave Taylor/Jim Fox Cystic Fibrosis Golf Classics, among many others.

The high profile charity events are perfect platforms for Tequila Angel Bendito’s tequilas, which are all crafted from 100% Blue Weber Agave grown in the nutrient-rich red soil of Arandas, Jalisco, Mexico, double distilled and aged in American White Oak barrels. The Angel Bendito Añejo is aged for a minimum of two years for a complex and rich wooden taste. The Angel Reposado is matured for nine to twelve months in small batch American White Oak barrels for smooth body and flavor. With the Angel Blanco, though there is no aging involved, its exceptional purity and softness makes it an ideal foundation for a variety of cocktails.

For more information, visit www.aguirretequilaimports.com or call Ernesto E. Aguirre at 626-359-1913.

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Distribution Territories Available 626-359-1913 www.angelbendito.com www.AguirreTequilaImports.com