

PARTIDA TEQUILA

Partida Tequila is authentic estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila region. With a clean, smooth, exceptionally pure taste, this Tequila is one of the only major Tequila brands still produced – from agave cultivation and harvest to distillation and marketing – as an estate-grown product.

The Partida Tequila Legacy

For more than half a century, the Partidas have been Mexico's leading growers of blue agave, the plant from which Tequila is made. Don Enrique Partida, the patriarch of the Partida family, was born and raised in the village of Amatitán, the birthplace of Tequila. Here amid fields of blue, he and his brothers grew up cultivating agave on the family estate, learning every secret to a successful harvest.

The Land

Great Tequila begins with great land. The Partida estate lies just outside the village of Amatitán in the shadow of a dormant volcano where, for several generations, the Partidas have tilled the rich, red soil.

While most Tequila distillers draw from a jumble of different agave growers, Partida Tequila draws from just one source – the Partida estate. Complete control over their blue agave supply gives the Partida Tequila an unusual degree of control over the quality of their product.

Partida Tequila uses only 100% pure blue agave for their Tequila, which is far less common than connoisseurs of fine Tequila may realize. The result is authentic 100% blue agave Tequila with a nuanced flavor profile that, like fine wine, speaks of its unique origins in the fertile land of Tequila country.

Cultivation and Harvest

If fine Tequila has a soul, it resides in *la piña*, which rests beneath the spiky fronds of the agave. The larger the piña grows, the more its sugars mature. The Partidas allow their agave plants seven to ten years from seedling to harvest to mature fully. Some premium Tequila brands are content with half that time. The Partidas' patient approach ensures fuller, riper, richer flavor.

Cooking

The piñas are baked slowly and gently for 20 hours, softening fibers and transforming carbohydrates into fermentable sugars. The age-old art of slow cooking is not always followed by other producers, who steam-blast their piñas in a quarter of the time. The Partida process utilizes steel ovens to add precision for a clean, smooth taste.

Distillation

The ancient methods meet the new world of modern technology during distillation. Partida Tequila is distilled twice: once to purify the fermented liquid and again to bring it to perfection. Precision distillation and temperature control produce a quality standard that never varies. From here, Partida Blanco goes directly to the bottle, each one filled by hand.

Aging

Partida Reposado and Añejo Tequilas are aged to maturity for six months and 18 months, respectively. These long maturation periods are rare, even among premium Tequila brands. Partida Tequilas are aged in American oak barrels built to unique specifications. This results in a purer taste from start to finish.

The Legend of the Spirit Bird

Long ago, a woman came upon a bird fluttering around a sacred plant. Noticing a small hole that the bird had made in the plant, she cut into it and was rewarded with a squirt of delicious golden liquid.

She gathered some in her drinking gourd to take back to her village. Miraculously, it lifted everyone's spirits and eased the pains of their labor. Word spread quickly: it was a gift of the gods.

The plant still remains, only now it has a name: The Blue Agave. It still yields a gift from the gods and it, too, has a name: Partida Tequila.

Every bottle of Partida Tequila bears the symbol of the Spirit Bird.

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