

TEQUILA, JALISCO

HECHO EN MEXICO

# ELVELO

ENTIRELY SOURCED AND TRADITIONALLY PRODUCED  
100% PURO DE AGAVE  
FROM THE VOLCANIC RICH SOIL OF THE TEQUILA VALLEY



## ELVELO BLANCO

UNAGED | 44.5% ABV [89 PROOF] | 1L

ELVELO TEQUILA BLANCO 6x1L CASE



**E**lVelo is a higher proof, traditionally made, and Valley sourced Tequila - developed and tested alongside both Mexico & US craft cocktail bartenders to showcase bold Tequila character in cocktails. No additives, no shortcuts, no industrial practices, just Big Bold Agave Character.

ElVelo Tequila celebrates the distinctive character of the Tequila Valley - 100% Puro de Agave, sourced entirely from its Volcanic-Rich soils. Conceived in collaboration with second-generation Master Distiller Carlos Hernandez Ramos of La Cofradia (NOM 1137), with the goal of producing a Tequila that makes the very best cocktails - from the Margarita, to the Paloma, to the Rosita, and beyond.

ElVelo comes in both a 750ML and 1L format, higher proof at 44.5% ABV, traditionally produced (no diffusers or shortcuts), confirmed additive free - BIG full flavored Valley profile tequila.



Vinepair: "Top 12 Most Underrated Tequilas"  
"10 Best Tequilas for Margaritas"



Maxim: "10 Terrific Tequilas to Savor Right Now"  
"The Best Father's Day Tequilas for Any Budget"

**TASTING NOTES:** ElVelo Blanco is fresh and bright with notes of lemongrass, soft minerality, and cooked agave. Hints of cinnamon, orange peel, and cocoa. Finishes clean.

ALTAMARBRANDS.COM - SCAN QR CODE FOR COCKTAIL RECIPES & ADDITIONAL INFORMATION



## TERROIR / REGION

The Blue Agave used in the production of ElVelo comes solely from the “Valley” of Tequila within the state of Jalisco - directly surrounding the town of Tequila itself. Called the “Valley” or “Valles” because of its lower elevation, sitting at roughly 1,200 meters above sea level; still fairly high in elevation, however not nearly as high as the “Highlands” or “Los Altos” which sits around 2,000 - 2,500 meters.

The soil content and terroir of the Valley is also distinctly different. Much of this region was coated in ash and lava from volcanic eruptions occurring over 200,000 years ago. These eruptions resulted in high concentrations of Basalt, Andesite, and Rhyolite - a very unique volcanic soil and substrate, which allowed the Agave to thrive.

## AGAVES

**Age:** Minimum 6 Years Old

**Sugar Content:** Minimum 21% Brix

**Jima(Cut):** Trimmed leaving between 1”-1-¼” of “penca” (leaf), Agave “piñas” (pineapples) are then broken down to remove the waxy core of the quito and/or cogollo.

## COOKING

Piñas are cooked in steam powered ovens at 98° Celsius for 32 hours. Cooking is paused after the first 8 hours to remove the “aguas amargas” (bitter honeys).

Cooked piñas are then rested for an additional 16 hours with the oven doors left closed - this allows heat and moisture to remain contained and increases the development of caramelized sugar and flavor.

## CRUSHING

Crushing happens in three stages. The first stage consists of the piñas being processed by a roller mill. Those fibers then pass on to the second stage - a proprietary extruder / masticator. The third and final stage involves an additional roller mill. All three phases assist with maximizing the extraction of “agua miel” (honey water) from the cooked piñas.

## FERMENTATION

Fermentation occurs in open top 42,000L Stainless Steel Tanks, along with a portion of “aguas amargas” allowing for acidification of the mash and complexity of flavor.

This takes roughly thirty two hours - depending upon the conditions of the season and each particular batch. Temperature is controlled with external water cooled rings on each tank.

## DISTILLATION

Double-Distilled. First distillation occurs in a 2,500L copper-lined stainless steel pot still, and yields “Ordinario” between 24-26% ABV. The second distillation is then completed in a smaller 1,500L copper-lined stainless steel pot still and yields “Tequila” between 55-57% ABV.

## FILTRATION/AERATION

ElVelo Tequila Blanco is then filtered for 22 hours, and aerated/oxygenated by a bubbling system for 12 hours.

## PROOFING

The water source for proofing is a natural mineral rich spring, that runs direct from the famous Volcan de Tequila.

Once the production process was finalized, thirteen different proof points were tasted & tested by a panel of experts - bartenders, spirits professionals, and Tequila specialists - both from the US and Mexico.

The top three selections were then used in preparation of a variety of cocktails - ranging from Tequila based classics and complex modern craft cocktails.

The unanimous winner and favorite was 44.5% Alc./Vol (89 Proof) - which is what you find in your bottle today.

