



CLASE AZUL®

MÉXICO





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CLASE AZUL MÉXICO

4 Clase Azul México is born from Mexican culture, tradition and artisanship; from the landscapes and authentic expressions that inspire our country's artisans to imagine unique creations: exquisite spirits, precious objects, immersive experiences and destinations that will leave you breathless.

Artisans of an Exquisite Life





OUR EMBLEM

Our emblem represents the soul of Clase Azul México and is present in all that we do; it adorns our products and distinguishes our destinations around the world.

Its circle represents our transformative spirit.

Its leaves are symbols of nature, which provides us with the invaluable resources that allow us to give form to our exquisite creations.

Its brushstrokes represent the human touch, which through creativity, transforms our culture into art.



OUR INNOVATION

At Clase Azul México the traditions and culture of our Exquisite Mexico inspire our creations. Today, our legacy and philosophy of positive transformation guide us to innovate with the future of our brand in mind.

Our vision of creating began from a wish to better connect with our people; to make links that transcend time. We seek to achieve harmony between tradition and innovation through objects and experiences that are closely bound to Mexican culture and hospitality.

Our projects begin as dialogue and collaboration with institutions, artisans, artists and designers that are catalysts to sustainable change and help to elevate Mexican talent around the world.



OUR DECANTERS

The human touch distinguishes all of our creations and expresses itself through the artisanship of our decanters. To create them, our artisans transform our country's diverse cultural expressions into objects of great meaning.

This artisanal production requires great skill, creativity and dominance of artistic knowledge that has been passed down for generations.

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Our artisans, all of Mexican origin, carefully decorate our decanters by applying brushstrokes on their ceramic surface to create different patterns and by adorning them with decorative elements that give each of our tequilas their characteristic personality.

For our mezcals, their decanters are finished with textured glazes and colored caps decorated with traditional artisanal techniques.



OUR ARTISANS

Artisanship of the highest quality is fundamental at Clase Azul México. As a result, we have dedicated ourselves to cultivating a deep respect for the extraordinary work of our artisans and strive to develop and implement practices and policies that ensure their personal and professional development.

Additionally, we seek to keep the legacy of their artisanal work alive and to help conserve their culture so that it may be passed down to future generations.



MASTER DISTILLER

Viridiana Tinoco, an innovative distiller with expertise in making agave spirits, is the person in charge of dreaming up and orchestrating the creation of our spirits from beginning to end—a process which, beginning with the life cycle of the agave to the aging of the tequila—can take more than 11 years.

Given her closeness with the art of making tequila, which includes the development of the unique yeasts that give Clase Azul spirits their characteristic profile, Tinoco likens the process to a symphony in which she brings different elements into harmony in order to give spirits their character.



"Each spirit tells a story. At Clase Azul México that story is amplified through the work of artisans who dress the liquid with a decanter that reflects its exquisite nature. It's a Mexican story that can be found in every drop and every brushstroke."

– Viridiana Tinoco

OUR TEQUILA

Tequila, made exclusively from Blue Weber agave (*Agave tequilana* var. azul), is the quintessential Mexican spirit. Its cultural importance and presence on an international level led it to be granted the protection of a Mexican denomination of origin in 1974.

The journey of our tequila at Clase Azul México begins in Los Altos de Jalisco—a region in the Mexican state that witnessed the birth of this spirit—where the elevation, type of soil and climatic conditions impart certain properties to the agave which give our spirits their unique profile.

The *jima* (harvest) of our agave happens when the plant is around



six years old, a process in which the leaves are removed almost flush with the core. After the *jima*, the agave cores are slowly cooked for 72 hours in traditional masonry ovens to extract the naturally occurring sugars which are then fermented to produce alcohol.

Once cooked, the agave cores are milled to extract their juice and our unique yeast is added to start the fermentation process. The resulting elixir from fermentation then goes through a double distillation in copper stills which results in Clase Azul Tequila Plata, the base for our aged tequilas.

These tequilas are matured in oak casks depending on which expression we wish to achieve (reposado, añejo, extra añejo). To give each spirit a truly unique profile, casks of different types and origins can be used during the aging process. In this last step, time is the artisan.

THE
QUINTESSENTIAL
MEXICAN
SPIRIT



CLASE AZUL TEQUILA PLATA

20

A Faithful Potrayal of Agave

OUR MASTERY OF THE TEQUILA-MAKING TRADITION IS CONSUMMATED IN THIS PRISTINE SPIRIT, THE CORNERSTONE OF OUR DISTINCT EXPRESSIONS OF TEQUILA.



21



100% blue agave (*Agave tequilana*)



Plata (unaged)

TEQUILA

This unaged tequila captures the nuanced and fresh flavor of the agave.

TASTING NOTES

COLOR:

crystal clear and bright with silver highlights

BODY:

light to medium

AROMA:

fresh fragrances of orange, lime leaves and spearmint, with hints of vanilla, green apple and green tea

PALATE:

vanilla, Meyer lemon, fresh mint and a hint of green guava



DECANTER

The elegant and transparent glass decanter allows for the brilliant and pristine tequila to shine through.

PAIRINGS

- Cheese: Grana Padano
- Fruit: ripe strawberry
- Chocolate: white or ruby



CLASE AZUL TEQUILA REPOSADO

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Our Artisanal Signature

OUR FIRST ICON AND SIGNATURE CREATION; ITS SMOOTH AGED TEQUILA AND ICONIC CERAMIC DECANTER ARE RECOGNIZED WORLDWIDE AS A STATEMENT OF MEXICAN CRAFTSMANSHIP.



25



100% blue agave (*Agave tequilana*)



Reposado

TEQUILA

This tequila is masterfully aged for eight months in American whiskey casks.

TASTING NOTES

COLOR:

light amber with golden highlights

BODY:

medium



AROMA:

agave nectar, vanilla, candied orange peel and toasted oak with light hints of cinnamon and banana

PALATE:

hazelnut, vanilla, clove, cinnamon and a subtle touch of agave nectar

DECANTER

With its distinctive feathered brushstrokes of cobalt blue, this hand-decorated decanter is emblematic of the artisanship that distinguishes us.

PAIRINGS

- Cheese: smoked provolone
- Fruit: orange or tangerine
- Chocolate: bittersweet or milk



CLASE AZUL TEQUILA GOLD

28

Taste the Sunset

INSPIRED BY THE SPECTACULAR
INCANDESCENCE OF MEXICAN SUNSETS,
THIS JOVEN TEQUILA IS IDEAL FOR
ENJOYING THIS MAGICAL MOMENT OF THE
DAY.



29



100% blue agave (*Agave tequilana*)



Joven (blend)

TEQUILA

This joven tequila combines Clase Azul Tequila Plata, a special reposado tequila matured in French oak casks and an extra añejo finished in sherry casks.

TASTING NOTES

COLOR:

golden

BODY:

medium

AROMA:

agave nectar, green apple, orange zest, fresh figs and raisins with light hints of almond and walnut



PALATE:

toasted oak, fig, green olives, ginger and cacao

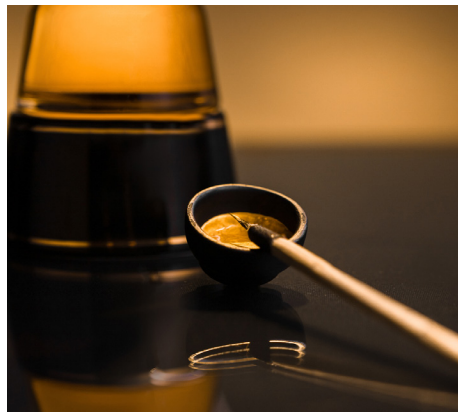
DECANTER

Inspired by the sunset, the glass decanter darkens as it approaches the top, representing dusk embracing the golden light. The ceramic base is adorned by two 24-karat gold ribbons painted by hand.



PAIRINGS

- ▶ Cheese: brie
- ▶ Fruit: tangerine or lemon
- ▶ Chocolate: bittersweet or white



CLASE AZUL TEQUILA AÑEJO

32

The Exquisite Tale of Agave

A TRIBUTE TO ITS OWN MAKING, CLASE AZUL TEQUILA AÑEJO EMBODIES A YEARSLONG JOURNEY FROM AGAVE TO TEQUILA THROUGH ITS SUBLIMELY NUANCED TASTE AND THE SYMBOLIC ELEGANCE OF ITS DECANTER.



33

 100% blue agave (*Agave tequilana*)

 Añejo

TEQUILA

The harmonious character of this añejo tequila is the result of a magnificent journey of more than two years in American whiskey casks.



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TASTING NOTES

COLOR:

dark amber with copper highlights

BODY:

full

AROMA:

robust notes of orange marmalade, quince and toasted oak with hints of cinnamon, clove, toasted hazelnut and Mexican vanilla

PALATE:

orange marmalade, toasted oak, nutmeg and clove that culminate in a silky mouthfeel



DECANTER

The decanter's decoration symbolizes the journey of the agave from its birth to its transformation into tequila, a culmination represented by brushstrokes painted in 24-karat gold.

PAIRINGS

- Cheese: camembert
- Fruit: guava
- Chocolate: bittersweet or dark

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CLASE AZUL TEQUILA ULTRA

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Exquisiteness of Time

CRAFTED FOR TRUE CONNOISSEURS,
OUR MOST TIME-INTENSIVE CREATION IS
DEFINED BY AN EXQUISITELY COMPLEX
TEQUILA AND A DECANTER ADORNED BY
OUR MOST PROFICIENT ARTISANS.



37



100% blue agave (*Agave tequilana*)



Extra añejo

TEQUILA

The sublime character of Clase Azul Tequila Ultra's extra añejo tequila is only possible through an extended aging period of five years in American whiskey and sherry casks.



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TASTING NOTES

COLOR:

dark amber with copper highlights

BODY:

full

AROMA:

sherry, dried plums, apricot, ripe cherries, maple syrup, hazelnut and intense oak notes



PALATE:

toasted oak, dried plums, cinnamon, vanilla, candied ginger and clove

DECANTER

Adorned with platinum, silver and 24-karat gold, our most proficient artisans recreate our distinctive feathered motif on the sheer black surface of this decanter entirely from memory, as the platinum brushstrokes become visible only after the ceramic is fired.

PAIRINGS

Cheese: aged goat cheese

Fruit: black cherries or fig

Chocolate: dark



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OUR MEZCAL

Mezcal is one of the oldest spirits produced in Mexico. Different from tequila, which is made exclusively from Blue Weber agave, mezcal can be made from a diverse variety of agaves endemic to different parts of the country.

Protected by a Mexican denomination of origin since 1994, mezcal is produced in communities in several Mexican states, among them Durango, Guanajuato, Guerrero, Michoacán, Oaxaca, Puebla, San Luis Potosí, Tamaulipas and Zacatecas.



The process by which we make our mezcals varies depending on its origin; artisanal processes are adapted to traditional techniques and availability of local raw materials. Clase Azul Mezcal Durango, for example, is made using volcanic rocks to cook the cores of the cenizo agave (*Agave durangensis*), while Clase Azul Mezcal Guerrero is made by using river stones to cook the cores of the papalote agave (*Agave cupreata*).



MEXICO'S
BEST-KEPT
SECRETS



CLASE AZUL MEZCAL DURANGO

44

A Distinctive Nature

SHAPED BY THE CLIMATIC EXTREMES OF NORTHERN MEXICO'S LITTLE-EXPLORED HIGHLANDS, THIS ICON POSSESSES A SINGULAR RICHNESS MIRRORED BY ITS STRIKING DECANTER.



45



100% cenizo agave (*Agave durangensis*)



Joven (unaged)

MEZCAL

This mezcal is artisanally made with cenizo agave endemic to the semi-arid highlands in the state of Durango in Northern Mexico.

TASTING NOTES



COLOR:

brilliant and crystal clear



BODY:

full



AROMA:

citrus and herbal fragrances, smoked wood, cooked agave and clove



PALATE:

herbal front with warm notes of chocolate and smoked wood with hints of clove and quince marmalade

PAIRINGS



Cheese: parmesan or Pecorino Romano



Fruit: orange or avocado



Chocolate: white or ruby

CAP

The beautiful floral and geometric designs that adorn the cap of this decanter are handcrafted through the individual application of colored beads.



CLASE AZUL MEZCAL GUERRERO

48 *A Mystical Beauty*

THIS CREATION'S DECANTER EMBODIES THE ARTISANAL HERITAGE OF GUERRERO IN SOUTHERN MEXICO, WHILE THE CRYSTALLINE LIQUID EVOKES THE STATE'S MYSTICAL EXPANSES.





100% papalote agave (*Agave cupreata*)



Joven (unaged)

MEZCAL

This mezcal is artisanally crafted from papalote agave native to the humid highlands in the state of Guerrero.

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TASTING NOTES

COLOR:

crystal clear with light straw-colored highlights

BODY:

full

AROMA:

grapefruit zest, freshly cut wood, rosemary and toasted peanuts with faint hints of butter and daisies



PALATE:

freshly cut wood, seaweed, lemon juice, pepper, and light notes of tobacco

PAIRINGS



Cheese: fresh goat cheese



Fruit: red plum



Chocolate: white

CAP

The vibrant cap of this decanter features beautiful representations of hummingbirds handcrafted using traditional lacquering techniques. Due to its technical and material complexity, our artisans dedicate up to ten days to its creation.



CLASE AZUL MEZCAL SAN LUIS POTOSÍ

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An Oneiric Treasure

INSPIRED BY LEGENDARY TALES FROM SAN LUIS POTOSÍ, THE SPIRIT AND DECANTER OF OUR NEWEST ICON CAPTURE THE ESSENCE OF THIS STATE'S DESERT SLOPES AND VALLEYS.



53



100% green agave (*Agave salmiana*)



Joven (unaged)

MEZCAL

This mezcal is made with green agave, a plant native to the deserts in the state of San Luis Potosí.



54 TASTING NOTES

COLOR:

crystal clear with silver highlights

BODY:

full

AROMA:

cooked agave, caramel, green chile, sweet fruit and freshly cut grass with subtle aromas of wildflowers

PALATE:

herbal front with hints of caramel, lime zest and clove, with a mineral and spiced aftertaste



CAP

Handmade using a technique of colored yarn appliqué, the decanter's cap represents a beautiful desert landscape of mountains and valleys overflowed by bright red finches. Each piece requires over three hours of meticulous craftsmanship from our artisans.

PAIRINGS

- Cheese: aged goat cheese, fresh goat cheese or requesón (whey cheese)
- Fruit: red plum, lychee or green olive
- Chocolate: white or ruby



CLASE AZUL DESTINATIONS

At Clase Azul México, our exquisite creations have always been inspired by our country's culture. At times, this inspiration has led to products. In other moments, it has led to the creation of extraordinary experiences and spaces.

We seek to create spaces where Clase Azul México comes alive; destinations in cities around the world that are home to unique experiences for those who want to live our brand's most authentic expressions. These places are Clase Azul Destinations.

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CLASE AZUL LA TERRAZA LOS CABOS

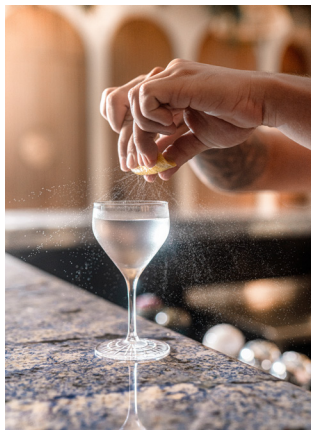
The first destination open to the public is Clase Azul La Terraza Los Cabos in San José del Cabo, Baja California Sur. Here you'll be able to find our Boutique, home to all our icons and Clase Azul limited editions, as well as:

• **Restaurant:** A space that will take you on a journey through Baja and its flavors.

• **Omakase:** A fusion bar with a 14-course tasting menu.

• **El Bar:** Our first space dedicated to mixology featuring our spirits.

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• **A Taste of Culture:** A unique immersive experience where our spirits are paired with spectacular culinary creations and intimate Mexican stories to captivate all your senses.

The enveloping surroundings at Clase Azul La Terraza Los Cabos are inspired by the place where land and sea meet: blue water, brilliant expanses of sand, rocky cliffs, gleaming sunrays; all these elements can be found symbolically represented in a cozy and contemporary space.

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FUNDACIÓN CAUSA AZUL

The artisanal beauty of each Clase Azul México product is the result of the richness of Mexican culture. Recognizing this fact, we seek to conserve the cultural legacy of Mexican communities whose activities strengthen and protect the artisanal sector—unfortunately one of the most vulnerable and unprotected in our country.

Through Fundación Causa Azul, our non-profit organization, we support artisan communities around the country through training, education, resources and orientation that help them prosper while keeping their heritage and traditions alive.



ENVIRONMENT

At Clase Azul México we recognize our social responsibility in the face of growing environmental challenges. Aligned with our purpose and the UN's Sustainable Development Goals, we've committed to forming positive environmental transformations in three main areas.

SPIRITS:

Our spirits owe their quality to the soil in which our agave is grown. Due to our firm belief in the importance of developing and implementing sustainable ways to create, we're committed to respecting and understanding our soil with a growing team of experts who work to develop the most effective ways to protect our agave fields in Los Altos de Jalisco and reduce our environmental impact. Additionally, we work with suppliers that provide us with environmentally friendly waste removal and management.



DECANTERS:

Our decanters are born from Mexican soil. They are made from non-contaminating natural materials, including our ceramics and pigments. We also have a team of experts that develop new ways to eliminate or reuse waste, extending the lifecycle of all the materials used during our manufacturing processes. Our upcycling program, for example, seeks to incentivize the repurposing of our decanters once their liquid is consumed, rendering our process sustainable in each of its stages.



FUTURE:

With a vision of the future based on sustainability principles, we're currently developing new projects that seek to foster a circular economy within our processes, thus promoting the creation of new products through reuse and recycling as well as the transformation of waste into raw materials.



Artisans of an Exquisite Life

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