



El Tesoro de Don Felipe® tequila honors Don Felipe Camarena, the man who established La Altea Distillery in 1937, where El Tesoro™ continues to be distilled today. El Tesoro™ tequila is “the treasure” of Jalisco, created in celebration of Don Felipe’s most precious asset: his agaves.

Since the first drop of El Tesoro ran off the still, every decision has celebrated the tequila’s unique flavor. El Tesoro is a truly authentic tequila made with the knowledge and passion passed down through five generations of master distillers.



## TASTES LIKE NO OTHER BECAUSE IT'S MADE LIKE NO OTHER

### 🌿 100% ESTATE GROWN AGAVE

El Tesoro is exclusively made from agaves grown on the Camarena family estate, about 7,000 feet up in the highlands of Jalisco. The terroir gives El Tesoro tequila a more rounded, fruity and floral taste, and each agave harvest on the estate brings a unique character and complexity to the liquid.

### 🌿 100% TAHONA CRUSHED

El Tesoro remains fiercely loyal to the ancient process of crushing cooked agave piña hearts with a two-ton tahona stone. This process extracts all the agave flavor possible by keeping the pulp, in addition to the juice, for fermentation and distillation.

### 🌿 DOUBLE DISTILLED TO PROOF

El Tesoro is one of the only tequilas double distilled to proof. It has an agave-forward flavor because no water or sugar is added.

## TIME-HONORED CRAFT PASSED DOWN THROUGH GENERATIONS

### 🌿 LA ALTEÑA

Don Felipe established La Altea Distillery in 1937, where El Tesoro continues to be distilled today. Since the first drop of El Tesoro ran off the still, every decision has celebrated the tequila’s unique flavor.

### 🌿 DEDICATED TO A LABORIOUS PROCESS

Don Felipe was a pioneer in the tequila industry, focusing on flavor and quality instead of mass production. El Tesoro is still made honoring Don Felipe’s laborious and meticulous methods for trimming, cooking, crushing and distilling.

HECHO EN JALISCO, MÉXICO