



818 TEQUILA

818 IS KENDALL'S HOME AREA CODE

WHAT IS 818?

- Tequila 100% de agave
- From Jalisco (Los Valles region)
- 4 years in development
- 16 Awards across 6 competitions
- By Kendall Jenner and a very talented team
- *For the new generation of tequila lovers!*

TOP SPECS:

- ✓ 100% blue agave (prime maturity 6-7 yrs)
- ✓ Carefully grown around Amatitán, Jalisco
- ✓ Combination of traditional and state of the art
- ✓ Slow cooked for over 30 hrs.
- ✓ Natural fermentation 48 hrs.
- ✓ Distilled in copper alembic stills
- ✓ Aging in American & French oak barrels
- ✓ 80 Proof (40% Alc. Vol) - 750 ml

SUSTAINABLY PRODUCED BOTTLE, LABELS, TEQUILA, PACKAGING

- 1% For The Planet program member
- Distillery runs on biomass (no fossil fuels)
- Biomass made from production waste material
- Goal to run entire facility with solar power in 2024
- S.a.c.r.e.d. initiative turns leftover fiber into bricks
- Abundant green areas to promote polinization agents

UNIQUE TEQUILA STYLE:

- ✓ Unbelievably smooth
- ✓ No burn or bitter aftertaste
- ✓ Full of agave sweetness
- ✓ Floral notes with herbal/citrus accents
- ✓ Vanilla & caramel from barrels

OUR 3 TEQUILA STYLES:

- ✓ Unbelievably smooth Blanco (3 weeks in barrel)
- ✓ Incredibly soft and balanced Reposado (3 months)
- ✓ Elegant, flavorful and velvety Añejo (14 months)

818

THE STYLE FOR A NEW GENERATION

Production Basics – Where Tequila tradition meet State-of-the-Art



1. SOURCING THE BEST AGAVE

- 3rd largest producer of blue agave in MX
- Agave from Amatitlan Region, in Jalisco
- Harvested at peak maturity (6-7 years)
- Herbaceous, mineral and sweet character



2. SLOW COOKING RULES

- Brick Ovens, 20 tons.
- 30 hrs cooking at 96C
- 6 hrs cool down
- Deep complexity and sweetness
- Rich roasted agave flavor and aromas



3. TRADITIONAL TAHONA EXTRACTION

- 3 tahona pits w/electric motors
- Each wheel weights 800 kg.
- Agave specially shredded for this
- Juice is rich on mineral elements
- The most traditional extraction way



4. NATURAL FERMENTATION

- Unique oak/stainless steel tanks
- Native yeasts on added agave fibers
- Slow fermented for 48 hrs
- "French-press" style fiber extraction
- Super rich-aroma mosto at 5% Alc.



6. AGING IN SUPERIOR WHITE OAK

- 200 lts American & French oak
- Aged at still strength
- Masterful blending to exact profile
- Abundant vanilla and caramel notes
- Superb smoothness



5. DISTILLATION

- Hand-built copper alembic pot stills
- 1st Distillation to 24% Alc.Vol (4 hrs)
- 2nd distillation to 48% Alc.Vol (4 hrs)
- Precise-cuts for max smoothness
- Profile is sweet, herbal and citrusy

