

# el Jimador

TEQUILA

el Jimador Tequila was introduced in 1994 as the world's first premium tequila at an accessible price point. We named our tequila to honor the "jimadores," the men who work tirelessly in the fields to harvest the agave plants used for production. Every drop is crafted at the legendary Casa Herradura in the Amatitán region of Jalisco, Mexico.

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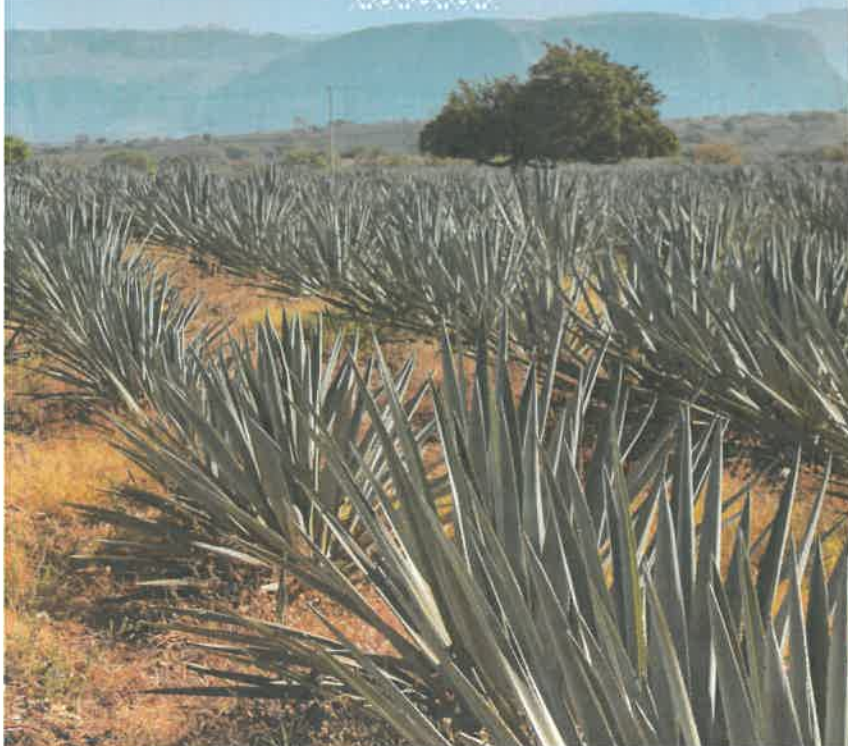
## TOP 10 BEST-SELLING TEQUILA IN THE WORLD

BEVERAGE DYNAMICS  
GROWTH BRAND AWARD  
2018

IMPACT  
HOT BRAND  
2016 - 2017

IMPACT  
BLUE CHIP BRAND  
2016 - 2017 - 2018

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DRINK 100% RESPONSIBLY.

ALC. 40% BY VOL. (80 PROOF) TEQUILA IMPORTED BY BROWN-FORMAN, LOUISVILLE, KY ©2020