

# Corazón Tequilas

CRAFTED AT CASA SAN MATIAS – A HIGHLY AWARDED, FAMILY OWNED DISTILLERY WITH OVER 130 YEARS OF DISTILLING EXPERTISE



Made from **100% Blue Agave** from the Highlands of Jalisco. Proprietary yeast used to develop consistent flavors, distilled twice for fineness, and infused with Oxygen to enhance flavor and aroma.



Female Owner & CEO (Carmen Villarreal)  
Female Master Distiller



Corazon means "Heart" in Spanish and embodies a Heart Matters mantra through socially responsible operations:

- One of the four tequila distilleries with a "biodigester"
- One of **smallest carbon footprints** in tequila industry
- **First** tequila company to be certified as a "Great Place to Work" & "TOP Companies"
- Certified & recognized for "Gender equality"



Made in Mexico



**80 PROOF**

One of the world's most award-winning tequilas.



Brand Performance

**+48.0%** Blanco On-Premise Shipment Volume Growth  
**5** years of **DOUBLE DIGIT** Growth prior to glass shortages

- As Tequila ages, it becomes more mellow
- Younger tequilas are brighter, and taste more like agave
- Older tequilas are smoother, as they've taken on the oaky flavors of the barrel

