




CÓDIGO
1530®

BRAND HERITAGE

- Crafted in the heart of Amatitán, Jalisco — the birthplace of fine tequila
- Honors generations of agave artisans and the secret “Los Códigos” recipes
- Name “1530” pays tribute to the founding year of Amatitán
- Made from hand-selected, mature Blue Weber agave
- 100% additive-free and rooted in old-world tequila craftsmanship



KILLER FACTS

100% BLUE WEBER AGAVE – Hand-selected and harvested at peak ripeness for high natural sugar content.

AGED IN NAPA CABERNET BARRELS – Rested in French white oak wine barrels for refined, smooth character.

ADDITIVE-FREE – Made only with agave, water, and yeast—no added color, flavor, or sweeteners.

HERITAGE RECIPE – Once a private family tequila from Amatitán, now shared beyond “El Tequila Privado.”

COMMON OBJECTIONS

“WHY IS IT SO EXPENSIVE?”

- Agave harvested at 7 years at high brix level (vs. comp avg 2–3 years)
- Only the first press juice is used—requiring 2–3x more agave in production
- Premium process delivers richer flavor and superior quality

“I DON’T BUY CELEBRITY TEQUILAS”

- Celebrity investor, not owner—Código 1530 stands on craftsmanship, not name recognition
- Credibility built through taste, tradition, and awards, not hype

KEY DIFFERENTIATORS

ADDITIVE-FREE, UNCOMPROMISING QUALITY
Crafted only with agave, water, and yeast—no added sugars, flavorings, or color. Clean, authentic flavor consumers trust.

UNIQUE NAPA BARREL AGING
Aged in French white oak Napa Valley Cabernet barrels for a smoother texture and subtle wine-oak notes.

LUXURY CRAFTSMANSHIP ACROSS EVERY EXPRESSION
From blanco to extra añejo, delivers premium quality and strong trade-up potential with higher-margin pours.

TASTING NOTES



NOSE

Mint, grass & flowers



PALATE

Herbaceous



FINISH

Black pepper and citrus

POPULAR SERVES



CÓDIGO MARGARITA

2 parts Código 1530 Blanco
1 part fresh lime juice
¾ part agave nectar
Coarse kosher salt for the rim



CÓDIGO ROSA SPRITZ

1 part Código 1530 Rosa Blanco
1 part grapefruit juice
2 parts Mumm Brut Prestige
Grapefruit wheel



CÓDIGO AÑEJO MANHATTAN

1 part Código 1530 Añejo Tequila
½ part sweet vermouth
2 dashes Angostura bitters
Maraschino cherry & orange peel, to garnish



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