



ROCA PATRÓN®



"From the beginning, we set out to create the highest-quality, most exceptional, ultra-premium tequila possible using traditional and time-honored distillation techniques.

Because the tahona process has always been an integral part of our recipe, we now have the proud opportunity to introduce a tahona-only artisanal tequila, a spirit that only a brand like Patrón can truly perfect. Roca Patrón represents the evolution of our continued commitment to quality, craftsmanship, and innovative spirits."

- ED BROWN, PRESIDENT AND CEO OF PATRÓN SPIRITS

THE NAME 'ROCA PATRÓN'

The process takes its name from the "tahona," a giant, two-ton volcanic stone wheel traditionally used to crush the cooked agave. It was this long-established process that inspired "Roca," which is Spanish for "rock." The stone used to sculpt Patrón tahona wheels is excavated from a rock quarry located in the Tapalpa region of Jalisco, where rock has been mined for generations to carve this iconic piece of tequila history. The two-ton, four-foot tahona wheel starts as four tons of rock. Then it is hand-carved by an "entallador," a Mexican artisan, using finely detailed chisels, hammers, and polishers. It takes nearly a month to create just one tahona wheel, which then needs to be replaced every two years.

THE PROCESS FOR CREATING ROCA PATRÓN

Harvesting and Cooking the Agave: For all of our tequilas, we start by hand-selecting the finest agave from the harvest – only the agave plants with the highest sugar content make their way to our distillery, the Hacienda Patrón in the picturesque village of Atotonilco El Alto in the Highlands of Jalisco, Mexico. Once those agave piñas arrive, they are hand cut, placed in small-capacity brick ovens, and slow baked for 79 hours. Many other tequila producers use modern, cost-saving autoclaves, which use high pressure to cook agave in as little as 12 hours. But this timesaving method often results in agave that is burnt and unevenly cooked.

Crushing the Cooked Agave with the tahona wheel: Once the agave is done baking, it is then placed in a circular stone pit where it's crushed using the tahona wheel. This stage of the tahona process is truly where the artisanal characteristics of Roca Patrón tequilas begin to surface. The tahona slowly rolls over the cooked agave to break the bonds of fiber and release the juice. This process requires substantial manpower and is very time consuming – it takes an average of three hours to crush seven tons of agave, and is about six times longer than a more modern process for producing tequila.

The tahona wheel is also expensive and requires continual maintenance, which is why most tequila distillers have chosen the more automated roller mill method for crushing agave. Patrón is one of only a handful of distilleries in Mexico that still use the tahona process.

THE PERFECT WAY TO ENJOY PATRÓN IS RESPONSIBLY.

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Fermentation and Distillation, with the Agave Fiber: To produce most tequila, only the juice extracted from the agave is fermented and distilled. But to create the richer agave flavors of Roca Patrón, both the juice and agave fiber, called bagasse, are placed together into wooden fermentation vats for 72 hours, creating a low alcohol liquid called mosto. The mosto, along with the agave fiber, is then put into small-capacity, handmade, copper pot stills and is twice distilled. The first distillation is in 750-liter stills and takes an hour to complete. Only the heart of the distillate is retained, which greatly reduces the total yield of tequila. The second distillation takes an additional two hours to perform, and takes place in even smaller 525-liter stills. Again, only the heart of that distillation is kept.

Aging and bottling: After distillation, Roca Patrón Silver is ready for bottling. Roca Patrón Reposado and Roca Patrón Añejo are sent to the aging room where they will rest in used American bourbon barrels; Reposado for five months, and Añejo for 14 months. Unlike other aged Patrón tequilas, which are created from a blend of different new and used oak barrels, Roca Patrón Reposado and Roca Patrón Añejo are only aged in single-use bourbon barrels, resulting in a sweeter, more complex flavor.

PROOF AND TASTE DIFFERENCES BETWEEN ROCA PATRÓN AND OTHER PATRÓN TEQUILAS:

Each of the Roca Patrón tequilas is produced at a specific proof to create the perfect balance of flavors. Through extensive experimentation and tasting, the Patrón master distiller team determined that the ideal flavor characteristics of Roca Patrón Silver came through at 45 percent alcohol (90 proof). Similarly, Roca Patrón Reposado is optimal at 84 proof, and Roca Patrón Añejo at 88 proof. The specific proof helps enhance the different aromas and taste of Roca Patrón because tahona tequila by nature demonstrates a more complex flavor profile, distinctly different from other Patrón tequilas. Roca Patrón is more complex, sweeter, and more earthy and vegetal. It also exhibits slightly less citrus flavor, less pepper, and less fruit than other Patrón varieties.



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