



**For Immediate Release  
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## **AsomBroso Named “TOP TEQUILA” at the 2008 SF World Spirits Competition**

**AsomBroso Tequila also awarded Gold for its Extra Aged Anejo, and Gold for its unique and very special 11-Year Aged Anejo, the longest aged tequila available in the United States**

The San Francisco World Spirits Competition is the largest spirits competition of its kind and the only one held in the United States. For 2008, there were 847 entrants from 63 countries, judged by 25 members of spirits industry’s critical elite.

For the second year in a row, the judges have recognized AsomBroso tequila as one of the leaders in the ultrapremium tequila segment, the fastest growing segment of the tequila category. This year, AsomBroso was singled out as the “Top Tequila” for its superb El Platino...AsomBroso’s Silver tequila, the basis for the entire line of AsomBroso Tequilas. “Since being awarded ‘Best of the Best’ by the ROBB Report Magazine in 2004, we have challenged ourselves to maintain the highest level of quality and taste. Our efforts have been rewarded in 2007 with multiple gold medals, and now in 2008, being awarded the honor of ‘Top Tequila’ at the most prestigious spirits competition in the United States. As a small, relatively new brand, this is a great honor and a vindication for our mindset of quality over quantity and substance over flash”, explains Ricardo Gamarra, AsomBroso President and Founder.

In addition to the Double Gold and “Top Tequila” award for El Platino, AsomBroso was also awarded Gold medals for both its Extra Anejo and its industry first: 11-year old, “Vintage” Extra Anejo. The “Extra” refers to additional aging beyond the required one-year; actually for the “extra” nomenclature to apply, the tequila must be barrel aged at least three-years and in the case of AsomBroso, it is five-years. And, although there is no official CRT (Mexico’s Tequila Regulatory Council) category called “Vintage”, AsomBroso’s 11-year French Oak barrel aged anejo deserves the added nomenclature to denote its classic and distinctive heritage. AsomBroso ‘Vintage’ Extra Anejo is the oldest aged tequila available in the United States.

100% BLUE AGAVE  
**ASOMBROSO**  
*Fine Tequilas*

Since its inception, AsomBroso Tequila has been an innovator and leader in the then fledgling ultrapremium tequila segment. AsomBroso has advanced the image and awareness of high-end tequila through both marketing and product innovation with many “first-to-market” products that have helped to expand the ultrapremium tequila category to be one of the fastest growing segments in the spirits industry:

- LaRosa Reposado: the First Pink tequila – made with 100% Blue Agave tequila rested in a former Bordeaux barrels
- One of the first to use the “Extra” nomenclature for our extra aged Anejo (aged 5-years in French Oak casks)
- Longest aged tequila available in the U.S. (aged 11-years in French Oak Casks)
- DelPorto Extra Anejo – First double barrel aged tequila using a vintage Port Barrel

“When coming up with the concept of AsomBroso tequila, I saw a need for a true ultrapremium brand that combined taste, quality and distinctiveness...a tequila that combined old world essence and taste with 21<sup>st</sup> century standards”, explains Ricardo Gamarra, founder of AsomBroso Tequila. “I learned from true artisans how to make tequila and after learning the basics and the nuances, I had developed such a passion and understanding of the process I began to question everything about how tequila is made today. Armed with this knowledge and the desire to innovate I began my quest to make the best tequila in the world. And, after much trial and error, here we are today: TOP TEQUILA, critical acclaim and innovative industry leading products. With the creation LaRosa and DelPorto, two very unique and all new tequila types we are leading a renaissance in the tequila industry. Actually, I was flattered that a sales leader like Patron has followed my lead and is now making their own “pink” tequila. My dad always told me to be a leader, not a follower, so I will continue to look ahead, not behind, even with the 800-lb gorilla breathing down your back”, said Ricardo with a grin.

AsomBroso is a full-line of ultrapremium tequilas that include El Platino (silver), LaRosa (reposado), Extra Anejo (5-year aged), ‘Vintage’ Extra Anejo (11-year aged) and soon-to-be-released Del Porto (double barrel aged anejo).

*AsomBroso Brand Tequila is imported by California Tequila, LLC and is available throughout the United States and Canada. Please go to [www.asombrosotequila.com](http://www.asombrosotequila.com) for more information.*