



TEQUILA



Tequila 52: A Nexus of Culture and Craftsmanship



In the dynamic landscape of spirits, a notable addition is poised to grace the Indian market – Tequila 52. This unique iteration of traditional tequila blends heritage and innovation, capturing the attention of both enthusiasts and newcomers with its refined allure. Employing a meticulous filtration process that delicately removes color and harmonizes flavors, while retaining the essential qualities of aged tequila, Tequila 52 Cristalino is rapidly going to be a sought-after choice among those who value the finer attributes of premium spirits.

Mexico, renowned as the birthplace of tequila, stands at the forefront of the cristalino movement, embracing its distinctive attributes with enthusiasm. The appeal of this particular tequila variant has transcended borders, captivating both the Mexican and US markets. Projections by the International Wine and Spirit Research (IWSR) anticipate a notable 30% growth in the US and a commendable 7% expansion in Mexico's tequila sector by 2023. Furthermore, the global demand for tequila is expected to witness a substantial upswing of over 20% within the next five years.

Within Mexico itself, the cristalino category has enjoyed significant momentum, marked by impressive sales figures and the cultivation of a devoted following. As the Mexican market leads the way, the United States is poised to follow suit, underscoring the steady ascent of cristalino as a new pinnacle in tequila appreciation.



Introducing Tequila Cristalino, Tequila 52 artfully combines the traditions of the past with the innovations of the present. The number 52, which lends its name to the brand, carries profound significance in Mexican culture and history. From the notable Mexican country code (+52) to the rhythm of 52 weeks in a year, and the familiar 52 cards in a deck, this number embodies concepts of adaptability, freedom, and harmony.

Tequila 52 defies conventional categorizations such as Blanco or Reposado, instead offering an exquisite fusion of these distinctions. This representation of Mexico's essence and its global connections is a testament to the brand's overarching vision – to emerge as the preferred choice for discerning consumers in emerging markets, offering an authentic Mexican lifestyle experience.

Embracing the art of sipping tequila transports individuals on a sensory journey. This practice transcends mere consumption, evolving into an experience that unfolds gradually, allowing complex flavors and aromas to naturally emerge. Sipping tequila is an act of reverence, often enjoyed neat or gently over ice.



Connoisseurs of this practice adopt measured, deliberate sips, allowing the tequila to grace their palates, revealing layers of complexity developed during the aging process. The choice of glassware plays a pivotal role in this ritual. Opting for a tulip-shaped glass or a Glencairn whisky glass enhances the tasting adventure by concentrating aromas, enriching the exploration of flavors.



Central to Tequila 52's dedication to excellence is the role of the Tequila Master Taster. These experts, equipped with heightened sensory acuity and a deep knowledge of tequila, excel in unraveling the intricate tapestry of aromas and flavors that define each tequila variant making it a limited edition in the markets.

Lucia and Marco, accomplished Tequila Master Tasters at Tequila 52, proudly carry credentials from the esteemed Mexican Academy of Tequila Tasters. Their roles encompass a range of responsibilities, spanning assessment and blending to quality control and spearheading new product development. Lucia's distinction as one of the few certified women on a global scale underscores the brand's commitment to diversity and expertise.



Tequila 52 is to emerge as an emblem of Mexican craftsmanship and precision, inviting enthusiasts on an immersive journey. As the curtain rises on this new era of tequila appreciation, Tequila 52 stands at the junction of tradition and innovation. It encapsulates the spirit of Mexico and the legacy of tequila, welcoming all to partake in the festivities and join the privileged circle that comprehends and cherishes the essence of this captivating elixir.

As we raise our glasses, let us propose a toast to craftsmanship, culture, and the exploration of the senses. The Tequila 52 saga, which is set to reshape the Indian market with its extraordinary Tequila Cristalino, has just begun. Here's to excellence, culture, and the pursuit of refined taste.

Tequila 52's Arrival in India

We are delighted to announce that Tequila 52 is poised to make its debut in India by mid-October. The limited availability is a testament to the craftsmanship and handcrafting that goes into Tequila 52; it will be accessible in major Tier 1 cities, including Delhi, Gurgaon, Mumbai, Rajasthan, and more. For those eagerly anticipating its introduction, the benchmark Maximum Retail Price (MRP) in Delhi is set at RS. 9000.

Furthermore, Tequila 52 will also be available at India's prominent travel retail outlets, spanning key cities such as Delhi, Mumbai, Bangalore, Hyderabad, and Chennai. This will mark a significant milestone as Tequila 52 creates its presence across the Indian landscape, promising an enriched dimension of tequila appreciation.

Final Note from Marco Gloria

Tequila, the current epitome of trendsetting in the spirits world, owes its allure to unique attributes from Mexico that resonate with health-conscious aficionados, the artistry inherent in crafting top-tier tequila, and an unwavering commitment to precision.



At Tequila 52, we stand poised to be both connoisseurs and mentors, offering an experiential journey for newcomers who seek versatility and finer alternatives in the realm of premium spirits. Join us in exploring the boundaries of excellence, where each sip unravels a story of craftsmanship and every moment becomes an "immersive exploration of refined taste."

Tequila52 was born, to celebrate both Mexico and Tequila, the way Mexicans love it. Come, and join the celebrations and become one of the chosen few in the known.

Write us at - B52@casacincodos.com

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