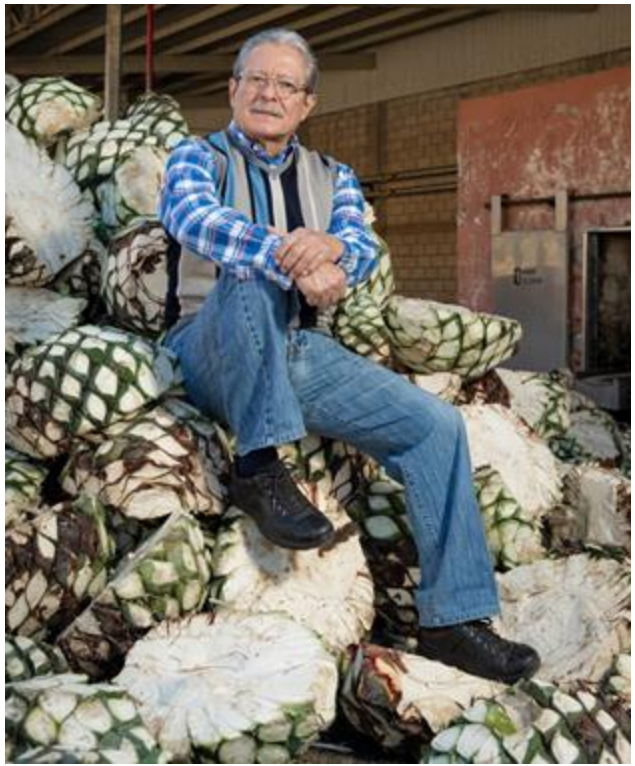
TEQUILA

TROMBA®

EDUCATIONAL HIGHLIGHTS



“I USED TO WORK FOR SOME OF THE WORLD’S LARGEST TEQUILA COMPANIES. ONE DAY I DECIDED THAT I WANTED TO WORK FOR MY OWN.”

Marco Cedano

WHAT IS TEQUILA TROMBA'S "REASON FOR BEING"?

To bring true craft tequila to the world.

Signaling the beginning of the Mexican summer, Tromba is the life-giving Inspired by a rainstorm, Marco Cedano, Tequila Tromba's founder and Master Distiller, set out to bring true craft tequila to the world.

Starting in 1974, he revolutionized the industry by creating the first 100% agave batch for Don Julio, setting the standard for premium tequila. Tequila Tromba continues this mission, staying true to traditions and proving that real craft tequila demands both craftsmanship and dedication, with no room for shortcuts.

WHAT ARE THE CORE VALUES OF TEQUILA TROMBA'S CONCEPT?

Make it the true way with true hands, create an authentic connection in everything we do, and care for our environment.

TRUE CRAFT

- Tromba embodies the careful interaction between a skilled craftsman, quality ingredients, and the right tools. Every step is hands-on, following a recipe Marco Cedano perfected over 50 years, staying true to his guiding principles.

CONNECTION AND COMMUNITY

- We value strong connections with the people who make our tequila, the bartenders who bring it to life, and the land from which it comes.

AUTHENTICITY

- Everything we do is anchored in genuine people and authentic experiences. From the skilled jimadores and the women hand-labeling each bottle to our dedicated distillery team, every step reflects their passion and craftsmanship.

IMPACT CONSCIOUS

- The land gives us an incredible plant that we transform into liquid stories. Giving back is core to Tromba, from restoring wild agave with the Agave Rewilding Project to repurposing residual agave into sustainable products with the Sustainable Agave Company.

TEQUILA TROMBA AROUND THE WORLD

U.S.A.

One of the fastest growing craft tequilas in North America.
Top of mind as independent tequila in Miami, Chicago and New York.

CANADA

#1 Tequila Premium in Toronto.
#2 Tequila Premium in Canada.

AUSTRALIA

#1 Tequila Premium in Melbourne.
#2 Tequila Premium in Australia.

MEXICO

Found in the top bars of the main beach destinations of Mexico: Los Cabos, Riviera Maya and Puerto Vallarta.

PRODUCTION HIGHLIGHTS

THE REGION

Tequila Tromba is unique for its use of agave from Los Altos de Jalisco, a nutrient-rich region at an altitude of 5,700-6,700 ft., which gives it a distinct flavor.

Jalisco
Longitude: 091°28'45.98”
Latitude: N17°55'53"

Los Altos
Longitude: 21°10'N 104°25'O
Latitude: 21.17, -104.41

EACH AGAVE IS INDIVIDUALLY SELECTED TO CREATE THE BEST CRAFT TEQUILA

TROMBA FACT

The red soil, particularly around Atotonilco, Arandas, and Ayotlán, produces agave with sweet, citrusy, and floral notes due to the unique minerals in the local water.

HIGHLAND AGAVE

Tromba agave is sourced from the Los Altos region of Jalisco from independent growers, or agaveros, Marco has worked with many of those farmers for close to 5 decades.

SELECTION PROCESS

Marco developed a detailed manual for selecting agave, which includes:

- Using drones to inspect fields for uniform sampling.
- Choosing 30 plants per hectare while checking sugar content, pest presence, and plant health. Following strict guidelines for cutting, ensuring leaf height does not exceed 2.5 cm.
- Randomly sampling 30 piñas at the distillery.

This ensures high-quality agave for Tromba's exceptional taste and character.

TROMBA FACTS: OUR PRODUCTION METHODS

HARVEST

Marco's method calls for a jima media, or medium cut, to strike the perfect balance of highland agave flavors—green and herbal notes.

COOKING

We honor tradition by cooking our agave in stone ovens, not industrial autoclaves, allowing for richer, more authentic flavors and aromas in every bottle.

EXTRACTING

4-stage molino. This method ensures high sugar extraction and preserves the agave's natural flavors, maintaining tequila's authentic, artisanal character.

FERMENTATION

At Tromba, we use two selected yeasts in fermentation to enhance flavors and aromas, preserving our unique identity and creating a distinct, complex tequila.

DISTILLATION

Marco tastes, smells, and visually inspects the tequila while also conducting laboratory tests. His craft is a balance of science, art, instinct, and experience.

AGING

Our master distiller, Marco Cedano, hand-selects our barrels, and the tequila enters at 42-43% ABV, allowing for a gentler interaction with the wood.

LAB CERTIFIED ADDITIVE FREE

Tequila Tromba has been lab tested Additive Free to have no glycerin or any other additives or coloring in our products.

OUR COMMITMENT TO SUSTAINABILITY

Tequila is a unique gift from Mexico's soils, but rising demand for agave has led to significant environmental impacts. We are at a critical point where changes are necessary to preserve our industry and environment.

The Agave Rewilding Project (ARP) was founded by the team from Tequila Tromba to to promote sustainable tequila growth and repair damage from over-cultivation.

The mission is to rewild and reforest 1,000 hectares of land by 2034, focusing on:

- Rewilding and reforesting areas cleared for blue agave cultivation.
- Collaborating with experts to develop sustainable practices.
- Protecting endangered endemic agave varieties in Jalisco.
- Educating consumers to support environmentally mindful brands.

TEQUILA TROMBA 2024

AGAVE STRAWS / UPCYCLING BAGAZO PROGRAM

An eco-friendly and unique alternative to plastic or paper straws. Our Agave straws are made from upcycled Tromba Agave fibers. They will not break down in your beverage, however, they will biodegrade in approximately one to two months.

Tromba offers special programs to include Agave straws and Agave Nectar in your on-premise programming.

SIZES OFFERED:

- **Straws**: 8 Inch (Wrapped and unwrapped)
- 5 Inch (Wrapped and unwrapped)
- **Agave Nectar:** Food Service size 4 Gal Jugs

OUR PRODUCTS

CEDANO

CAFETO

BLANCO

REPOSADO

AÑEJO

EXTRA AÑEJO

BLANCO 1L

TEQUILA TROMBA BLANCO

100% AGAVE TEQUILA

Tequila Tromba Blanco is a crystal-clear, silver-lustrous spirit crafted in small batches from hand-selected agave. This unaged tequila offers a bright, sweet, and refreshing profile with a clean, viscous finish, featuring lively botanical aromas and notes of pepper, mint, and lightly caramelized pineapple

SUGGESTED PAIRINGS:

Seafood and fish: Ceviche, grilled shrimp, sushi.
Fresh food: Salads with citrus vinaigrettes or avocado.
Traditional Mexican food: Guacamole, tacos al pastor or cochinita pibil.

1 LITER -CANTINA POUR-

To make our 100% Blue Weber Agave Blanco more accessible, we have worked closely with our distillery team to delivery a 1 liter, stream-lined house pour packaging.

After extensive testing by bartenders for ease of pouring and usage, we have selected a cantina style bottle, which allows us to offer an estimated 2-3% savings/ounce.

TEQUILA TROMBA REPOSADO

100% AGAVE TEQUILA

Tequila Tromba Reposado, with its bright gold hue, is aged in white oak barrels for 6-8 months, resulting in a silky, sweet, and nutty flavor profile. Tasting notes include chocolate, pure cacao, dried walnuts and almonds, light citrus, hints of orange, and caramelized pineapple.

SUGGESTED PAIRINGS:

White meats: Roasted chicken, chicken with cream sauce or chipotle.

Mild cheeses: Fresh cheeses like panela or quesillo, paired with dried fruits.

Pasta or risotto: Dishes with light cream or cheese sauces.

TEQUILA TROMBA 2024

TEQUILA TROMBA AÑEJO

100% AGAVE TEQUILA

Tequila Tromba Añejo, a deep gold in color, is aged in white oak barrels for 20-24 months, showcasing rich and complex agave flavors. It features gentle hints of oak and caramelized agave sweetness, complemented by chocolate, nuts, and ripe dried fruits, culminating in a sophisticated, honeyed finish. Tasting notes include cherry syrup, red fruits, chocolate, soft cacao bitters, sweet caramelized aniseed, almonds, and traces of dehydrated apple and peach.

SUGGESTED PAIRINGS:

Red meats: Filet, ribeye, lamb, or mole.
Aged cheeses: Manchego, gouda, or parmesan.
Desserts: Dark chocolate, caramel flan, or churros with sugar and cinnamon.

TEQUILA TROMBA 2024

TEQUILA TROMBA XA

100% AGAVE TEQUILA

Tequila Tromba's Extra Añejo represents the pinnacle of tequila sophistication and flavor development. Aged for over 36 months in former white oak American whiskey barrels, this tequila boasts enhanced richness and complexity, resulting in a robust finish.

Aromas of vanilla, aged wood, and caramelized agave are complemented by cherry, soft florals, and fresh citrus. On the palate, it is dense and mellow, featuring warm wood, dried fruit, vanilla, toasted cashew, almond, and peanut, along with the sweetness of slow-roasted and caramelized agave, finishing with a strong wood note

SUGGESTED PAIRINGS:

Intense meats: Confit duck, or roast suckling pig.

Strong cheeses: Blue cheese or Cabrales, combined with nuts and honey.

Decadent desserts: Dark chocolate cake, walnut brownie, or almond tart.

CEDANO REPOSADO

100% AGAVE TEQUILA

Cedano embodies Marco Cedano's 50-year journey and passion for crafting exceptional tequilas, alongside Rodrigo, as a testament to the Cedano family legacy. Using the innovative Cedano Process, they created a Reposado aged for 8-10 months in American white oak and finished in French oak, delivering unmatched flavor and complexity.

NOTES PERCEIVED

It features aromas of vanilla, aged wood, and caramelized agave, with hints of cherry and fresh citrus. The palate is dense and rich, showcasing warm wood, dried fruit, and nuts, leading to a delicate, sweet finish of slow-roasted agave and a strong wood influence.

CEDANO

THE CEDANO PROCESS

Custom Distilling

Utilizing the finest cut from the custom still designed by Marco himself, the pure essence of the agave is captured.

Agave Resting

An innovative, sustainable technique developed by Marco Cedano.
This technique accentuates the pure agave flavor with no added ingredients or coloring..

French Oak Aging

To complement the pure agave flavor, a limited number of French Limousin Oak casks were procured to provide an added level of depth and complexity.

"Commemorating my 50th year of making Tequila, I present my art, craft, and passion in this bottle"

Marco Cedano

CAFETO

The ultimate combination of 100% agave Tequila Tromba and artisanal Mexican grown coffee with a touch of agave nectar and natural botanicals. Developed with a proprietary cold brew tequila extraction process that uses tequila instead of water to extract the coffee's natural flavor – no concentrates or artificial flavors added like other coffee products.
Perfect on the rocks, as a shot or in your favorite coffee-based cocktail.

NOTES PERCEIVED

Cherry syrup, red fruits, chocolate, cacao bitters, apple, peach, warm vanilla, sweet caramelized aniseed, and almonds.

COCKTAILS

Espresso Martini #1 (Simple), Cafeto Margarita, Cafeto Spritz, Cafeto Black Manhattan (Revolver).

BLANCO SIGNATURE SERVES

THE VERSATILITY OF TROMBA BLANCO MAKES IT PERFECT FOR DELICIOUS TEQUILA BASED COCKTAILS

PALOMA

1.5 Oz Tromba Blanco
3 Oz Grapefruit Soda
.5 Oz Fresh Lime Juice

Build in a Collins glass over ice. Salt or Tajin rim (optional). Garnish with grapefruit or lime.

COOL AS A CUCUMBER

2 Ozl Tromba Blanco
.5 Oz Fresh Lime Juice
.5 Oz Fresh Cucumber Juice
.5 Oz Agave Nectar

Shake and pour over ice. Top with soda water, garnish with cucumber strips or ribbons.

PERFECT MARGARITA

1.5 Oz Tromba Blanco
1 Oz Fresh Lime Juice
.5 Oz Triple Sec
.5 Oz Agave Syrup

Shake over ice. Strain into a rocks glass over fresh ice or double strain into a coup. Salt rim (optional), garnish with lime.

TROMBONI

1 Oz Tromba Blanco
1 Oz Campari
1 Oz Sweet Vermouth

Stir down until well diluted, strain into a rocks glass over a large cube. Orange swath to garnish.

REPOSADO SIGNATURE SERVES

WITH ITS HARMONIOUS SMOKED FLAVOR, TROMBA REPOSADO IS GREAT TO GIVE A TWIST ON CLASSICS

ROSITA

1.5 OzTromba Reposado
.5 OzAntica Formula
.5 Oz Noilly Pratt Dry
.5 Oz Campari

Stir over ice in a cocktail glass until well diluted. Strain into old fashioned glass over big cube. Garnish with orange swath.

PAPER PLANE

.5 Oz Tromba Reposado
.5 Oz Aperol
.5 Oz Amaro Nonino
.5 Oz Fresh Lemon Juice

Shake over ice. Double strain into cocktail glass. Garnish with citrus wheel or strip

REPOSADO SOUR

1.5 Oz Tromba Reposado
.5 Oz Fresh Lemon Juice
.5 Oz Simple Syrup
1 Egg White

Add all ingredients to a shaker, dry shake. Add ice to shaker and shake again. Strain over fresh ice into rocks glass. Top with 3 drops of bitters and garnish with lime.

EL DIABLO

1.5 OzTromba Reposado
.5 OzFresh Lime Juice
.5 Oz Creme de Cassis
3 Oz Ginger Beer

Shake over ice. Strain into a short or tall glass over fresh ice. Top with your favorite ginger beer. Float a small amount of Creme de Cassis. Garnish with lime wheel.

AÑEJO SIGNATURE SERVES

THE COMPLEXITY OF TROMBA AÑEJO ALLOWS US TO CREATE A VARIETY OF SOPHISTICATED COCKTAILS FOR DEMANDING PALATES

OLD FASHIONED

1.5 Oz Tromba Añejo
.5 Oz Lillet Blanc
.5 Oz Cointreau
.5 Oz Simple Syrup
4 D Orange Blossom Water

Stir down over ice in a cocktail glass until well diluted. Strain into old fashioned glass over large cube. Garnish with orange swath.

MANHATTAN

2 Oz Tromba Añejo
.5 Oz Sweet Vermouth
3 Dashes Cherry Bitters

Stir down over ice in a cocktail yarai until well diluted. Strain into and old fashioned glass over ice or straight up. Garnish with boozy cherries or orange swath.

ESPRESSO MARTINI

1 Oz Tromba Añejo
1 Oz Espresso
.5 Oz Coffee Liqueur
.5 Oz Agave Nectar
3 Dashes Grapefruit Bitter

Shake very well over ice. Double strain into cocktail glass and garnish with espresso beans or cocoa powder.

AÑEJO MAI TAI

2 Oz Tromba Añejo
2 Oz Lime Juice
2 Oz Orange Liqueur
.5 Oz Orgeat Syrup Float or Peychaud Bitters

Shake and strain over ice. Top with a layer of crushed ice adding a generous float of bitters. Mint, lime or pineapple to garnish.


TEQUILA
TROMBA
SINGLE CASK
PROGRAM
DELIVERING A HIGH VISIBILITY, HIGHLY
PROFITABLE SINGLE BARREL EXPERIENCE
www.SingleCaskSelect.com

REPOSADO 80 PROOF

Always On Offering

BARREL YIELD: Average of 33 physical cases of (6) 750ml Average of 198 750ml bottles
Proof: 80
Tasting Notes
Color: Pale Gold
Aroma: Light Citrus, Caramelized Pineapple, Toasted Nuts. Light Spice.
Flavor: Chocolate, Brown Sugar, Vanilla, Caramelized Agave, Wood, Walnut, Lime, Peanut Pure Cocoa

REPOSADO OVERPROOF

Limited Availability

BARREL YIELD: Average of 33 physical cases of (6) 750ml Average of 198 750ml bottles
Proof : 96
Tasting Notes
Color: Bright Gold
Aroma: Light Citrus, Caramelized Pineapple, Toasted Nuts, Light Spice
Flavor: Chocolate, Honey, Vanilla, Caramelized Agave, Wood, Light spices, Walnut, Lime, Peanut, Pure Cacao

AÑEJO OVERPROOF

Limited Availability/Highly Allocated

BARREL YIELD: Average of 30 physical cases of (6) 750ml Average of 180 750ml bottles.
Proof: 96
Tasting Notes
Color: Rich Gold
Aroma: Light Citrus, Caramelized Mango, Toasted Nuts.
Flavor: Chocolate, Brown Sugar, Vanilla, Caramelized Agave, Wood, Walnut, Lime, Honey, Pure Cacao, Red Fruits

OUR MARKET APPROACH

TEQUILA TROMBA USP: WORD OF MOUTH GROWTH

Tequila Tromba has been built on a grassroots following of consumers who have become loyal advocates of the brand. Bartenders and servers have adopted the brand as their own. We have found a following with both consumers and trade, built on taste and value that delights and surprises.

TASTE

- Easy drinking, Tequila Tromba brings new people into tequila with its surprising, soft, smooth taste.
- Surprisingly versatile, Tequila Tromba is a favourite of at-home and on-premise mixologists – great in classic tequila cocktails, reimagined classics, and new creations.
- Tequila Tromba's three expression – *Blanco, Reposado, Añejo* – surprise with premium quality taste and mouthfeel.

VALUE

- For those in-the-know, Tequila Tromba offers an unparalleled price for this level of quality
- A Blanco worthy of sipping, but priced righted for mixing.
- Tequila Tromba trades people up into the premium category, and through the expressions - Reposado and Añejo.
- Priced considerably less than comparable quality tequilas, consumers are surprised by the money they save and the increased occasions they can now create for great tequila.

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EDUCATIONAL HIGHLIGHTS