



PUNCHING UP



**A FIELD GUIDE
TO SMARTER
TEQUILA**





THE SUEÑOS BRAND: NORTHERN BUILT, SOUTHERN DISTILLED

Alright, let's get you up to speed. You're not just selling tequila; you're selling a dream. A Canadian dream, distilled under the Mexican sun. This guide is your new best friend. It has everything you need to know to walk into any bar, restaurant, or retailer and speak about Sueños with the passion and knowledge it deserves.

First things first, who are we?

- **The Name:** Sueños is Spanish for “dreams.” It’s the core of our story.
- **The Founder:** Our story starts with Gord Erickson, an entrepreneur from Salmon Arm, British Columbia. This isn’t a celebrity side-hustle or a mega-corp creation. Sueños began as Gord’s passion project: a journey to Jalisco, Mexico, to create a tequila that was authentic to its roots.
- **The Identity:** We are a proudly 100% Canadian-owned brand. The vision was born in Canada, but the tequila is crafted by tradition in the heart of Jalisco. This “Northern Built, Southern Distilled” identity is our unique fingerprint in the market.
- **Our Positioning:** We are “affordable luxury.” We’re all about raising the bar on quality, without raising the price to ridiculous levels. Our MSRP of \$69 places us in the fast-growing “Mid-Level” tier, offering a smarter, craft alternative to the big-name premium brands.



TEQUILA 101: THE SPIRIT OF MEXICO

- **The Origin Story:** Legend has it that tequila was a gift from the gods. An agave plant was struck by lightning, which cooked the heart of the plant (the piña), releasing its sweet nectar. The local people saw this as a divine offering, and the first fermented agave beverage was born.
- **What It Is:** Tequila is a distilled spirit made only from the Blue Weber Agave plant (Agave tequilana Weber).
- **Denomination of Origin (DO):** This is crucial. To be called “tequila,” the spirit must be produced in specific regions of Mexico, primarily the entire state of Jalisco. This is enforced by the Tequila Regulatory Council (CRT). This is why a brand can be Canadian-owned, but the production must be 100% Mexican, honouring its geographical heritage.

The Big Divide: 100% Agave vs. Mixto:

- **Mixto:** Legally only needs to derive 51% of its fermentable sugars from agave. The other 49% can be other sugars, like cane sugar. These are often the source of tequila’s old “bad hangover” reputation.
- **100% de Agave:** All fermentable sugars must come from the Blue Weber Agave. This is the premium category and the only one we operate in.

Sueños is always 100% estate-grown Blue Weber agave.



FROM FIELD TO BOTTLE: THE CRAFT OF TEQUILA

STEP 1: THE AGAVE HARVEST

It all begins in the highlands of Jalisco with our estate-grown Blue Weber Agave.

THE JIMADOR

This isn't just farming; it's a generational craft. The jimadores are the expert harvesters of the agave. They have a deep understanding of the plants, knowing exactly when each one is perfectly ripe for harvest—a process that can take up to seven years.

THE HARVEST

Using a sharp, long-handled tool called a coa, the jimador skillfully cuts away the long, spiky leaves of the agave to reveal the heart of the plant, known as the piña (Spanish for "pineapple").



STEP 2 COOKING THE PIÑAS

To convert the agave's starches into fermentable sugars, the piñas must be cooked. This critical step defines the tequila's final taste.

We use modern, stainless-steel autoclaves to steam-cook our agave piñas. This method gives us precise control over the cooking process, ensuring perfect consistency from one small batch to the next. By cooking in a sealed environment, we preserve the pure and clean flavor of our highland estate-grown agave, capturing its true, vibrant character



FROM FIELD TO BOTTLE: THE CRAFT OF TEQUILA

STEP 3: EXTRACTING THE JUICE (MILLING)

Once cooked, the piñas are soft, sweet, and fibrous. The next step is to extract the sugary juice, known as aguamiel or “honey water.”

ROLLER MILLS

The most common artisanal method involves shredding the cooked piñas and then passing them through a series of roller mills. These mills squeeze the fibers to release the sweet juice.

THE TAHONA WHEEL

An even more traditional, rare method uses a large stone wheel called a Tahona to crush the piñas. This is a labor-intensive process reserved for very small-batch, ultra-artisanal tequilas.



STEP 4: DISTILLATION

During fermentation, yeast consumes the sugars in the aguamiel, converting it into a low-alcohol agave “beer” called mosto. The specific yeast and vats used are crucial decisions that define the tequila’s final character.

STEP 5: DISTILLATION

To become tequila, the low-alcohol mosto must be distilled. Distillation purifies the liquid and concentrates the alcohol.

The Process: The mosto is heated in pot stills (typically made of copper or stainless steel). Since alcohol boils at a lower temperature than water, it vaporizes first. This vapor is captured and cooled, condensing back into a liquid with a much higher alcohol content.

Double Distillation: By law, tequila must be distilled at least twice. The first distillation, or primera, creates a spirit called ordinario. The second distillation, or rectificación, refines the spirit further, resulting in the final, high-proof tequila.

The result of this process is Blanco tequila, the purest expression of the agave. From here, it can be bottled and sold as-is—like our Sueños Blanco—or it can be aged in oak barrels to become Reposado or Añejo. As a 100% de Agave tequila, the entire process, including bottling, must happen in Mexico to guarantee its authenticity.



THE “100% AGAVE” GOSPEL: WHY IT’S A BIG FREAKIN’ DEAL

Think of this as the #1 rule of the tequila fight club. If you remember one thing, make it this.

There are two kinds of tequila in the world: the pretenders and the contenders.

- **“Tequila” (aka Mixto):** This is the stuff of bad university flashbacks. By law, it only needs to be made from 51% Blue Weber Agave sugars. The other 49%? It can be cheaper sugars from other sources, like cane or corn. It’s the reason tequila got a reputation for brutal hangovers.
- **“100% de Agave” Tequila:** This is the only world we live in. It means every last drop of fermentable sugar comes from one place: the Blue Weber Agave plant. No filler, no shortcuts, just the pure, authentic flavour of the agave. It’s the difference between a custom-tailored suit and something off a discount rack.

The Label Never Lies:

Mexican law is crystal clear on this. For a tequila to be considered the real deal, the label must explicitly state “100% de Agave,” “100% Agave,” or a similar variation. If you don’t see those magic words, you’re looking at a mixto. End of story.

The Sueños Stance: We are proudly crafted from 100% estate-grown Blue Weber agave. We’re all about authenticity, from the field to the bottle, and that starts with using only the best, purest ingredients.





FROM FIELD TO BOTTLE: THE CRAFT OF TEQUILA

DECODING THE NOM: YOUR TEQUILA CSI

See that little number on the back of every legit tequila bottle? That's the NOM, and it's your secret weapon.

What it is:

NOM stands for **Norma Oficial Mexicana (Official Mexican Standard)**. It's a unique, four-digit number assigned to every certified tequila distillery in Mexico by the Consejo Regulador del Tequila (CRT) — basically, the official Tequila Police. Think of it as the distillery's fingerprint; no two are the same.

Why it Matters:

- **The NOM** is the ultimate guarantee of authenticity for consumers and the industry. Here's why it's so important:
- **Proof of Origin:** It confirms the tequila was produced in the legally protected Denomination of Origin territory in Mexico, primarily Jalisco. If it doesn't have a NOM, it's not legally tequila.
- **Traceability:** It allows anyone to trace the bottle back to the exact facility where it was made. This is huge for transparency. You can look up a NOM online and see everything about the distillery, including what other brands they produce.

Quality Control: The NOM signifies that the distillery is certified and inspected by the CRT, ensuring every stage of production follows the strict, official rules.

The Sueños Stance: We're proud of our process and our partners. The NOM on our bottle is our promise to you and our customers that we adhere to the highest standards of authentic, traditional tequila production. It's not just a number; it's a seal of quality.





THE SUEÑOS DIFFERENCE: WHAT SETS US APART

This is your ammo. When someone asks, “Why Sueños?” here’s your answer.

It comes down to ***Process, Purity, and Profile.***

Process & Control:

- **Estate-Grown:** We don’t just buy agave on the open market. We use 100% in-house, estate-grown Blue Weber agave from the highlands of Jalisco. This gives us complete control over the quality of our most important ingredient, from field to bottle.
- **Artisanal Methods:** This isn’t a factory production line. We are a small-batch tequila. We believe in traditional methods like slow-roasting our agave to bring out the richest flavours. Every bottle is hand-bottled, connecting the maker to the spirit.

Purity: We are CRT-certified and committed to the craft. The taste you get is the pure expression of the agave, the soil, and the process—nothing else.

Profile (Sueños Blanco):

- **Appearance:** Crystal clear with a vibrant shimmer.
- **Nose:** Fresh and bright. You’ll get crisp agave, big hits of lemon and lime zest, with some softer floral notes.
- **Palate:** A beautiful balance. It leads with a dominant blue agave sweetness, followed by fresh herbs and a distinct mineral quality that comes from Jalisco’s rich volcanic soils.
- **Finish:** Incredibly smooth and clean, with a warm, lingering citrus note that invites another sip.



THE CONCEPT OF TERROIR: A LESSON FROM BC WINE

If you're talking to someone who knows wine, this is how you connect with them. Terroir is the idea that the land, soil, and climate give a product its unique character. It's not just for grapes.

- ***The Okanagan Valley Analogy:*** Think of the Okanagan. It's hot and sunny. The grapes soak up that sun, develop high sugar content, and produce bold, fruit-forward wines. Our agave is grown in the sunny highlands of Jalisco. Like those Okanagan grapes, our agave develops a high sugar concentration, which translates directly into the ***dominant blue agave sweetness*** you taste in Sueños. The mineral-rich volcanic soil adds a complexity you can't find anywhere else.
- ***The Cowichan Valley Contrast:*** Now think of the Cowichan Valley on Vancouver Island. It has a cooler, wetter maritime climate. The wines from there are often crisper, brighter, and more acidic. This is like the lowlands of Jalisco (the Tequila Valley), where the different climate and soil produce tequilas that are more earthy, herbal, and vegetal.

The takeaway: Just like a wine expert can taste the difference between an Okanagan Merlot and a Cowichan Pinot Noir, a true tequila drinker can taste the terroir of Jalisco. Sueños is a proud expression of the highlands—robust, sweet, and full of character.



HOW TO TASTE & SERVE SUEÑOS

Our tequila is made for sipping and celebrating, not shooting with lime and salt. Teach your clients how to appreciate it.

How to Serve: Sueños is incredibly versatile.

- **Neat:** The best way to appreciate the full flavour profile. Serve in a proper tasting glass (like a Riedel tequila glass or a Glencairn).
- **On the Rocks:** A single, large ice cube is perfect. It chills the spirit without diluting it too quickly.
- **In Cocktails:** Our Blanco is perfect for elevating any premium cocktail. Think of a classic Margarita, a refreshing Paloma, or a modern Ranch Water. Its clean finish and citrus notes make it an exceptional base.

How to Taste (The 4 S's):

1. **See:** Pour about an ounce into a glass. Observe the clarity and quality. For our Blanco, you'll note its "crystal clear" appearance and "vibrant shimmer."
2. **Swirl:** Gently swirl the tequila to coat the inside of the glass. Watch the "legs" or "tears" run down the side. Thicker, slower legs can indicate a fuller body.
3. **Sniff:** Don't stick your whole nose in the glass. Hold it a few inches away and inhale gently. You'll pick up the fresh agave, citrus, and floral aromas without the alcohol burn.
4. **Sip:** Take a small sip and let it coat your entire palate. The first sip awakens your taste buds. The second sip is where you'll find the true flavours. Identify the agave sweetness, the herbal notes, and the mineral undertones. Notice the smooth, clean finish.



HOW TO WHAT ELSE SHOULD YOU INCLUDE? A FEW FINAL THOUGHTS. & SERVE SUEÑOS

To be a truly effective rep, you need to understand not just our product, but the market we're entering.

Know the Market: The tequila category in BC is on fire, growing an incredible 24.6% in 2022. More importantly, the growth is in the premium space. Consumers are drinking less, but they're drinking better. They are actively seeking out 100% agave tequilas and are willing to pay more for quality.

Know Your Pitch: Have your key talking points ready.

1. **The Canadian Dream:** "It was founded by a guy from Salmon Arm, BC..."
2. **Authentic Craftsmanship:** "It's small-batch, made from 100% estate-grown agave..."
3. **Affordable Luxury:** "It delivers the quality of a \$90+ tequila at a much smarter price..."

You are now a storyteller for Sueños. Your job is to share the passion, the quality, and the dream that Gord Erickson bottled. Go make it happen.

¡SALUD!



TEQUILA 101: THE CHEAT SHEET

THE BASICS

WHAT IS TEQUILA?

A distilled spirit made exclusively from the Blue Weber Agave plant (Agave tequilana Weber).

WHERE IS IT FROM?

By law, tequila can only be produced within a specific Denomination of Origin (DO). This territory includes the entire state of Jalisco and parts of four other Mexican states.

WHO MAKES THE RULES?

The Consejo Regulador del Tequila (CRT), or Tequila Regulatory Council, certifies and inspects every stage of production to guarantee authenticity.

THE PURITY STANDARD

There are only two main categories;

100% de Agave: Must be made from 100% blue agave sugars and bottled at the source distillery in Mexico. This is the only category Sueños operates in.

Mixto: Must be made from at least 51% blue agave sugars, with the rest coming from other sources.

THE EXPRESSIONS (BY AGE)

The three core expressions are:

Blanco (Silver/Plata): Unaged or aged less than two months. This is the purest expression of the agave's flavour.

Reposado (Rested): Aged in oak barrels for a minimum of two months but less than a year. This imparts colour and flavour from the wood.

Añejo (Aged): Aged in oak barrels for a minimum of one year but less than three years, creating a smoother, more complex spirit.

IT STARTED AS
A CANADIAN
DREAM; NOW
GO MAKE SURE
THEY TASTE IT.

