

SIERRA[®]

JALISCO MEXICO

TEQUILA



SIERRA TEQUILA SILVER

- No. 1 Tequila in Europe ,
no. 2 outside of the Americas
and no. 3 in Duty Free*
- Produced by the family-owned
Destilerías Sierra Unidas, in
Jalisco, Mexico
- A mild agave taste and a particular
fruitiness are characterizing
the double pot still distilled
Sierra Tequila Silver
- Top of mind awareness due to
the widely recognized sombrero
and an overall unique packaging
(immediate association
with Mexico)
- Available in 4cl, 50cl, 70cl, 100cl,
150cl and 300cl
- Award-winning Tequila
(IWSC, The Spirit Business and many more)



* Source: The IWSR Database, May 2016