



## La Certeza Blanco

### Unequaled Tequila

An Ultra Premium Tequila from the Tierra de Agaves Small Batch Distillery in the heart of Tequila. Certeza means 'certainty'. It is the culmination of the unwavering dedication of its makers – the embodiment of an exceptional tequila. Tierra de Agaves means 'Land of Agaves'. The distillery is nestled in the heart of Tequila on the vast agave estates of the Beckmann family, who have distilled tequila for 8 Generations. The area is a UNESCO World Heritage Site, due to its beauty, traditions and the authenticity of its ancient distilleries. Tierra de Agaves is a world class distillery with certifications in Quality, Environment and Community Service. La Certeza is made from 100% Blue Agaves, grown on the family estate, with only the best selected for Tierra's own tequilas. Extensively researched with discerning tequila drinkers, La Certeza combines a winning taste and a winning design Both men and women would give La Certeza as a gift. The shape of the bottle and the design of the logo convey both elegance and tradition to consumers. The Agave Icon contained in the traditional Quatrefoil symbolizes the Beckmann family's agave holdings and generations of tradition.

#### Abv%

40.00%

#### Consumer Price Positioning

Parity with Patron Silver and Don Julio Blanco

#### Size

700 ml

#### Availability

All year round

#### Perfect Serve:

Neat, on the rocks or with a cocktail.

#### Signature Drink:

Tequila Sunrise

- 1 oz La Certeza Blanco
- 2,5 oz Orange juice
- Grenadine
- Top up with lime or lemon juice

Shake all ingredients with ice and strain into a ice-filled glass. Garnish with orange zest twist.



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**PRODUCTS**

Article number:	TACE.BO40.06.070.01
Packaging:	
Abv%:	40.00%
Country of origin:	LAN_COUNTRY_MEXICO
EAN-Code:	1750301114883
HS-code:	220890

**CASE INFO**

Barcode case:	2147483647
Bottle/case:	6
Case width:	150 mm
Case height:	295 mm
Case length:	305 mm
Case weight gross (KG):	8.98 KG
Case weight netto (KG):	7.98 KG

**BOTTLE INFO**

Volume:	700 ml
Bottle width:	94.53 mm
Bottle height:	253.8 mm
Bottle length:	65.15 mm
Bottleneck height:	mm
Bottle weight gross (KG):	KG
Barcode bottle:	

**PALLET INFO**

Pallet type:	
Weight in KG:	733.4 KG
Cases per layer:	20
Layers per pallet:	4
Cases per pallet:	80