



*Señor Rio*®

Ultra-Premium Tequila Products



# The History of Señor Rio Tequila

After 30 years Debbie and her husband Jonathan traveled to Mexico to reunite with her father, Señor Rio. It was an emotional reunion and to help break the ice, her dad offered them tequila in a simple bottle with no name or label. He explained how he made this fine tequila and how



the process went back three generations in his family. They shared his small batch tequila and their life stories, bringing them together as a family. The next day they were amazed at how good they felt, no hangover or headache especially after drinking the entire bottle. When they returned to Arizona, Debbie and Jonathan thought what if...



It was on May 5, 2009 that Señor Rio was born. Jonathan designed the beautiful bottle and the logo is an old photo of Debbie's father in his younger years. On each bottle, if you look inside between the front and back label, it reads "Sharing Tequila... Is Sharing Life" because it brought them together.



Señor Rio  
TEQUILA

# *The History of Señor Rio Tequila*

All the agaves are Estate grown and Señor Rio tequila is made in the lowlands of Jalisco in the Town of Tequila Mexico. The agaves are matured 8-12 years giving them the proper sugar content which yields a smooth finish.



What is unique and different about Señor Rio tequila is that during fermentation, the tanks are left open to absorb the fragrance of the citrus trees surrounding the distillery. This allows for a flavorful finish with a whisper of citrus. Our tequila is artisanal and pure elegance in a bottle.



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# Señor Rio Tequila Products



## Blanco

Double distilled keeping the true taste of the tequila with a spiciness or peppery taste from the earth because of the volcanic soil found in the lowlands of Jalisco.

The finish has just a whisper of citrus (mostly mango) because of our unique fermentation process so the fragrance seeps in to the tequila.

A delicate tequila with no harsh burn; you don't need ice, lime or salt. It has a clean, crisp, and soft taste!

*“The smoothest of clear ultra-premium tequilas in the world.”*



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# Señor Rio Tequila Products

## Reposado

Aged in French oak cognac barrels for six months. This expression offers a completely different flavor profile than the Blanco.

It has many lovely layers. The oak is nicely introduced while keeping the integrity of the agave. The cognac comes forth almost like a honey, yielding a sweetness with some spice and pepper from the volcanic soil. A very elegant Reposado with character and a distinctive smooth taste

*“Layers of complexity that introduces oak, cognac, sweetness, and spice for the perfect balance.”*



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# Señor Rio Tequila Products

## Anejo

Aged patiently for two years in French oak cognac barrels. This enhances the distinguished elegance and marked aroma of the wood casks.

Known as the "Cognac of Tequilas" it has a long buttery finish that lingers for up to 5 min. It is our top seller and comparable to the Don Julio 1942.

*"Full body and intense flavor, yet smooth with a long buttery finish similar to Scotch or Cognac."*



  
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# Señor Rio Tequila Products

## Double Barrel Anejo

This exclusive release is presented in an Artesian hand painted ceramic bottle. A limited edition with only 600 bottles each one signed by the artist.

The brown markings on the stopper and the neck of the bottle indicate the two barrels. The grapes depict the vineyard that the burgundy wine barrel is from and the agaves are painted throughout the bottle, This will be a collectable once out of circulation.

Aged for 1 year in an American oak bourbon barrel then aged a second time in a French burgundy wine barrel for 9 months.

This uniquely tasting Anejo focuses on the wood footprints from the two casks and ends with a luxurious velvety finish.



*“Elegant...with delicate notes of vanilla, almonds, and caramel.”*



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# Señor Rio Tequila Products

## Extra Anejo

The Third Generation of Señor Rio's Extra Anejo is the most superior in quality to date. The unique bottle design showcases the ceramic black decanter and hand painted white swirls.

This limited edition (only 900 bottles) is aged to perfection for five years in French oak cognac barrels. Comparable to a fine Single Malt Scotch or Cognac.

*“Superior in quality and exceptionally smooth. Must have for the tequila connoisseur or collector.”*



  
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# Señor Rio Tequila Products

## Café Elegancia



An all natural coffee liqueur made with Señor Rio Blanco tequila, 100% Arabica coffee beans, and cane sugar.

This unique blend offers just the right amount of sweetness due to the high quality of the beans and sugar.

Enjoy chilled, pour over ice cream, add to whipped cream, mix with your coffee or espresso, or blend in a craft cocktail.

*“Flavors of coffee, mild agave spice, and chocolate. A delicious well rounded cordial.”*



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# Señor Rio Tequila Products



Señor Rio Tequila and Café Elegancia are available at Total Wine and More stores nationwide. Our tequila is artisanal and pure elegance in a bottle.

It is an ultra premium, hand crafted, boutique brand. Dating back three generations in the owner's family, we are honoring her father Señor Rio who shared this recipe of fine tequila with her and her late husband Jonathan.

It is in the spirit of family that we proudly share our story and each expression of tequila with you.

Growing organically one bottle at a time person to person. We are grateful to be among other brands of tequila as we know not all tequilas are created equal. All Señor Rio expressions have received many awards, high ratings, and exceptional reviews.

When serving Señor Rio tequila do not chill, we want to keep the true essence of the taste by serving it at room temperature. We recommend serving the Café Elegancia chilled.

Señor Rio tequila is a bottle that should not be hurried, it should be enjoyed with your family and close friends sharing your life stories and creating your memories.

Salud!



# Señor Rio Tequila Recipes

## Pink Bikini

### Ingredients

- 8 ounces Water
- 1 1/2 ounces Señor Rio Tequila
- 3/4 ounce Crystal Light Pink Lemonade

\*Only 80 Calories

### Directions

Mix all ingredients in a shaker with ice. Strain liquid in to a glass. Garnish with Fresh Orange Slice and Cherry.



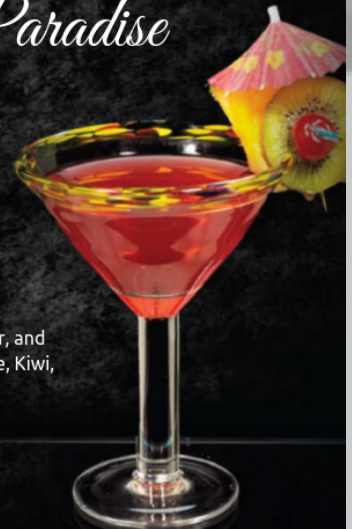
## Paradise

### Ingredients

- 4 ounces Pineapple Juice
- 1 1/2 ounces Cranberry Juice
- 1 1/2 ounces Señor Rio Tequila

### Directions

Mix all ingredients, stir, and garnish with Pineapple, Kiwi, and a Cherry.



## Taquito

### Ingredients

- 1 1/4 ounces Señor Rio Tequila
- 12 Fresh Mint Leaves
- 1 teaspoon of Sugar
- 1/2 ounce Lime Juice
- 2 ounces Soda Water

### Directions

Muddle mint leaves, mix remaining ingredients, and garnish with Lime and fresh Mint.



## Margaritini

### Ingredients

- 2 ounces Señor Rio Tequila Reposado
- 1/4 ounce Agave Nectar
- Light squeeze of Lime Juice
- Ice

### Directions

Add all ingredients to a Martini shaker and shake to mix. Strain liquid into a Martini glass.



## Orange Cabana

### Ingredients

- 1 1/4 ounces Señor Rio Tequila
- 8 ounces Diet Orange Soda

### Directions

Mix all ingredients. Garnish with Candy Gummy Snakes and Orange slice.



# Señor Rio Tequila Information

*Pure Elegance in a Bottle*



Visit us at [www.senorrio.com](http://www.senorrio.com)



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