



PRESS RELEASE
World's First Organic Tequila



4 Copas Tequila was honored at an event this week celebrating its endorsement as the first Certified Organic Tequila in history. Local and international dignitaries, industry experts and press were on hand at the La Quemada distillery where 4 Copas is made, in Jalisco Mexico. Named the Tequila of the Year 2006 by Wine & Spirits Magazine, and consecutive gold medals at the World Spirits Competition, the organic Elixir is breaking into new markets throughout the USA. "While enjoying a healthy following in the Hollywood circles, it is our goal to communicate our commitment of purity and unsurpassed taste to the rest of the United States in the second and third quarters of 2007", says Chris Melendez, President/CEO of 4 Copas USA. "The distillery really is a special place. Over the years, we have recruited the industry's top professionals, whose passion for what they do, easily translates into what is inside the bottle. The fact that we do it organically makes it even better, and better for the consumer. One taste and you will know".

Tequila 4 Copas is also celebrating distribution in California with Southern Wine & Spirits, the national leader. "We wanted to go with a distributor that was capable of handling our certified organic tequila", Melendez said. 4 Copas USA is also introducing their 100% organic blue agave raw nectar to the market in May. "It is very low on the glycemic index. It is colorless, so it incorporates into food and drink immediately without changing its properties or color. We are very excited about this product", Melendez said.

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Company's Profile

Tequilera La Quemada, owner of great tradition in Jalisco for generations is dedicated to producing the best tequila in the world. It is integrated by partners with a broad experience in the tequila, agave and agricultural areas.

Mission

Its philosophy and mission are to be a strong rooted tequila producer that generates job opportunities and development for the Arenal community and for all of Jalisco; mainly aimed to the international market, it provides a unique and pure product because of it's handcrafted characteristics: hand made with totally natural products, a significant production capacity and consistency in product. It is a company truly committed to the environment both in the human and the ecological sides.

Tequilera La Quemada is present in the most important liquor markets in California, Hawaii and Arizona and Canada with a defined commercial break out strategy for the rest of the USA. It integrates its human resources with staff members, consultants and workers that have broad experience in the tequila industry.

Vision

Tequilera La Quemada's vision is to be a world class company. To be one of the main tequila exporters to the US market and from there grow global.

With this vision we decided to launch our own brand: **4 Copas**. To accomplish this we started to work on the design of our institutional image and on the marketing and promotion material, achieving a presentation that to-date has received several awards and compliments both nationally and internationally.

To achieve the highest quality of a 100% blue agave (*tequilana weber*) tequila, we hired the services of the **CIATEJ** –Centro de Investigación y Asistencia en Tecnología y Diseño del Estado de Jalisco – whom, for over a year and a half revised and modified our production processes: the selection of the raw materials, knowledge, fermentation, distillation and maturity.

Simultaneously we cultivate and supervise our own plantations, as well as the fields resulting from our partnerships with other agave producers, to assure the handling of organic raw materials, that is, free of pesticides and chemical manures.

The effort made to produce the best 100% blue agave tequila was crowned by obtaining three medals on the **San Francisco World Spirits Competition** 2005 and 2006 consecutively, gold for the 4 Copas Reposado, silver for 4 Copas Blanco and bronze for 4 Copas Añejo tequilas.



One of the most important recognitions is having being designated as one of the top five liquors of 2006 (and the only tequila) by the **Wine & Spirits** magazine on their special edition of December 2006.



Finally the work developed culminated in 2007 with the recognition by the international certification organism, **Bioagricert**, as the first organic tequila, an honor we share with the world as of today.

4 Copas Organic Tequilas are marketed in the USA by 4 Copas USA, the official importing company, and enjoy agency representation in Canada with Copas Canada Wine & Spirits Ltd.

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