MIJENTA
TEQUILA

**FACT SHEET**

Mijenta is an award-winning, additive-free, sustainable Tequila from the highlands of Jalisco that celebrates the traditions of Mexican culture. Made with only the best ingredients and a meticulous distilling process, Mijenta comprises the essentials of a truly well-crafted tequila: complex, balanced and gastronomic. With community and sustainability at the heart of its mission, Mijenta is the first tequila producer to earn B Corp certification based on its holistic approach to environmental responsibility and development of meaningful and impactful partnerships. www.mijenta-tequila.com

**PRODUCTION**

- Mijenta uses 100% fully mature Blue Weber agave from the highlands of Jalisco, which is over 2,600 feet above sea level.
- These agaves range in age from approximately 6 to 10 years and once harvested, the piñas are shaved ¼ of an inch, which incorporates some of the herbal notes
- The agave used to produce our tequila never uses pesticides or herbicides
- Cooking and Mashing
    - Mijenta cooks the agave in an autoclave at low pressure and low temperatures to maintain the integrity of the agave flavors
    - The agave cooks for longer than the industry standard - to help create a “silky” mouthfeel
    - Mijenta extracts the juice from the cooked agave using a roller mill
- Fermentation and Distillation
    - Mijenta is fermented in stainless steel tanks, with the pH and temperature checked every hour
    - The fermentation is open air, except for the last 24 hours when the tanks are closed
    - Mijenta never uses additives
- Resting and Aging
    - Blanco
        - After distillation, the Blanco rests for 10-15 days in stainless steel tanks
    - Reposado
        - Aged approximately 6 months, but for as long as 8-9 months
        - The tequila is aged separately in 3 types of barrels: American oak, Cherry, and Acacia, and is blended to create the final profile
    - Añejo Gran Reserva
        - Aged separately for 18 months in 4 types of barrels: American oak, French oak, Acacia and Cherry
        - The tequila is then blended in certain proportions to create the final profile

**TASTING NOTES:**

| Mijenta Blanco | Mijenta Reposado | Mijenta Añejo |
|---|---|---|
| **About:** Aromatic, elegant and complex, with unfolding notes of cantaloupe, honey and cinnamon. An outstanding, generous and round finish | **About:** Aged up to 6 months in a blend of American white oak, Cherry, and Acacia casks presenting a more mature and fuller expression with a long | **About:** Unparalleled ultra-premium tequila. Aged for approximately 18 months in 4 different oak barrels. Offers a more complex, intense, and |

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| | finish on the palate | exquisitely well-blended flavor profile |
| **Nose:** Intense aromas of cooked agave, vanilla and caramel, enhanced by the slow cooking process, and floral and fruity notes of cantaloupe and peaches | **Nose:** A delicate and inviting vanilla nose with notes of bergamot, honey, preserved fruits and orange blossom flowers | **Nose:** Elegant notes of cacao nib aromas with layers of butterscotch, cooked agave, and hints of tobacco |
| **Eye:** Bright and transparent with a powerful body | **Eye:** Light golden hue, bright and transparent with a powerful body | **Eye:** Full-bodied with an intense golden color and copper tones that shine vibrantly on the glass unveiling the harmonious maturation process |
| **Palate:** Rich flavors of cooked agave, vanilla, fresh fruit and spices such as cinnamon | **Palate:** Rich flavors of cooked agave, honey, vanilla with a mid-palate of cacao nibs. A long and generous finish on the palate | **Palate:** Smooth and velvety with an array of complex flavors ranging from dried fruits to spices and coffee |

**SRP:**
- Mijenta Blanco: $48.99
- Mijenta Reposado: $69.99
- Mijenta Añejo: $199.99
- Mijenta Cristalino: $119.99

**ABV:** 40%

**DISTRIBUTION:** 42 States (DC area) + 27 Countries (Western Europe, Australia, Africa)

**AVAILABILITY:**
- Gall + Gall
- Sip Tequila
- Mijenta US Shop
- Mijenta UK Shop

**SERVING SUGGESTIONS:**
Mijenta Margarita

1.5 part Mijenta Tequila Blanco
.75 part Fresh lime juice
.25 part Bergamot liqueur
.5 part Agave syrup

Glass: Rocks glass
Ice: Plenty
Garnish: Lime wheel
Method: Shake all ingredients vigorously with plenty of ice and strain into a rock glass filled with ice and rimmed with salt or tajin

Jimador's Old Fashioned

2 parts Mijenta Tequila Reposado

.5 part Piloncillo syrup
2 dashes Chocolate mole bitters

Glass: Rocks glass
Ice: Plenty
Garnish: Orange peel
Method: Stir all ingredients with plenty of ice until very cold, strain into a rocks glass with an ice sphere placed in the center. Garnish with an orange peel.

**NAME AND LOGO:**

- Mijenta is born from a desire to bring people together. Inspired by “mi gente” or my people, Magenta refers to a collective mindset, community and celebration of life.
- Mijenta’s logo is inspired by ancient legends. The “centzon totochtin” is a folk story that tells the legend of mayahuel, the goddess of the agave plant, and patecatl, the god of pulque, whose union produced 400 mischievous rabbits with a taste for good company, good spirits and good times.

**AWARDS:**

- Confirmed Additive Free by Tequila Matchmaker – HERE
- 97 Point Score by The Tasting Panel Magazine – HERE
- 99 Point Score by The Tasting Panel Magazine – HERE
- Gold 2020 by USA Spirits Ratings – HERE
- Best of the Best Winner 2021 by Robb Report – HERE
- Brands of Promise 2021 By Tequila Aficionado – HERE
- Tequila and Mezcal Master 2022 by The Spirits Business – HERE