



CASA DE LUNA[®]
spirit of the Goddess



About us & core values

Materia Prima Spirits was founded as a 100% export company, achieving such goal 10 months after being launched; in 2008, it was introduced to U.S.A. Holding sustainable, responsible and eco-friendly standards to bring development to the region of Juanacatlan –part of the “lowlands” or “ciénega”-, Materia Prima Spirits, S.A., is orn as a commercial-focused and motivated company designed to build the Mexican spirits industry while creating cultural awareness through meaningful educational strategies. We have found corresponding passion in the town and distillery of Juanacatlan; through the National Council of Agave Growers and partnered to Destiladora Juanacatlan as one of he 300 family farmers that supply agave to such cooperative; we create Premium tequila, that meets high standards for the demanding global market.

“OWNERS OF THE LAND, THE AGAVE, THE DISTILLERY AND BRANDS”





DISTRIBUTION CHANNELS

ON-TRADE

More than 230 high-end restaurants, bars and clubs in the United States, in major cities from the Mid-West area..

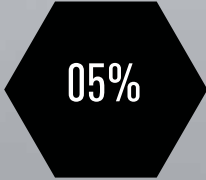
Over than 50 premium and high-end spots in Japan, in cities like Tokyo, Kyoto, Nagoya and Osaka.

OFF-TRADE

About 130 specialized retail stores, chains and local supermarkets.

REGIONAL DISTRIBUTION & CORPORATE ACCOUNTS

Distribution in Mid-West areas in the U.S, main provinces in Japan; and service to companies, catering, event agencies, etc.



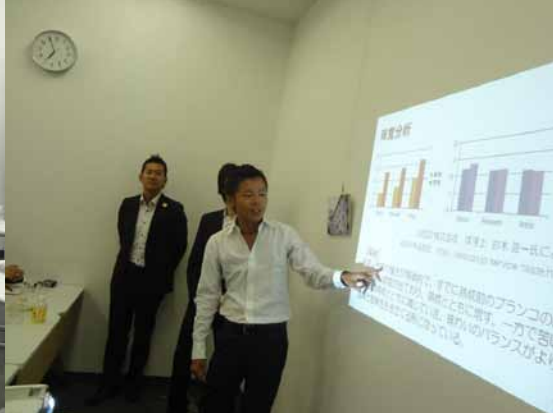


01
LOEPMYR'S
GLASSWARE
EXHIBITION.
- ISETAN
DEPARTMENT STORE,
TOKYO -





02
CUSTOMIZED CARE TO
ON-TRADE MARKET
PLACES.
- CAFÉ HOUSE,
TOKYO. BRAND
PROMOTION -



03 EDUCATIONAL CLOSE-UPS ABOUT PREMIUM TEQUILA TO INFLUENCERS, PERSONALITIES AND DECISION MAKERS, THROUGH TASTINGS AND SEMINARS.
- JAPAN TEQUILA ASSOCIATION, TOKYO. SEMINAR -





04
INTERACTIVE
ACTIVITIES SUCH AS
COCKTAIL CONTESTS
AND FOOD PAIRING.
- BAR GRATITUD,
TOKYO. FROZEN
COCKTAIL CONTEST -



Tequila of the Year 2012



REPOSADO

レポサド部門



ANEJO

アネホ・エクストラアネホ部門



AWARDS & PRESS

JAPAN TEQUILA ASSOCIATION

Honored with the 2012 silver medal to the best tequila in the Reposado and bronze medal to the añejo category; Tokyo, Japan.

TEQUILA.NET

2011 & 2012 Best of best Tequila in the Reposado and Añejo categories; United States.

BEVERAGE & TASTING INSTITUTE

Awarded with the silver medal in all categories at the 2009 competition; Chicago, Illinois.



BLANCO PREMIUM



REPOSADO PREMIUM



ANEJO PREMIUM





Culture is passion

Tequila is certainly one of the world's most versatile beverages. Its composition, production methods and raw materials allow creating a complex and a vast spectrum of opportunities resulting in an absolutely good taste. Capable of highlighting its qualities and characteristics when paired with food, in which both blend to perfection, Tequila may, as well, be enjoyed by itself or mixed in cocktails, turning this spirit into an accurate and suitable drink for all kinds of social settings and occasions like dinner parties or clubs.

CASA DE LUNA INTRODUCES AND ADAPTS ITS TRADITIONAL MEXICAN ROOTS, AS A NATIONAL BEVERAGE, TO THE GLOBAL DEMANDS AND CONTEMPORARY CULTURAL TRENDS; PASSION, EXPERIENCE AND KNOWLEDGE ARE HEREBY BOTTLED FOR THE WORLD.



ABOUT TEQUILA

Tequila is a distinctive distilled spirit of Mexico. It is obtained from the fermentation and distillation of sugars extracted from the hearts of the Agave Tequilana Weber, blue variety.

The production of Tequila, as well as, the growth of the agave plant may only be done in a specific region of Mexico.

WHAT IS AGAVE?

The agave is a plant native to Mexico. There are more than 200 varieties of this plant but only one of them can be used to produce Tequila, which is the Agave Tequilana Weber Blue variety.

Even though very often the agave is believed to be a cactus, the truth is it belongs to the amaryllidaceae family. This plant reproduces itself and bears no fruit.

In the production of tequila only the heart of the plant, which resembles to a giant pineapple, is used. When it is ready or matured enough to be "jimada" (harvested), about 5 to 7 years after planted, it weights approximately 50 kilos. Around 4 to 7 kilos of agave are needed to produce 1 liter of Tequila 100% Agave.



CULTURE IS ROMANCE

In love they ran away to the earth but Goddess Mayahuel is captured & murdered, her faithful & beloved Quetzalcoatl recovers & buries her remains from where agave is born, spirit of the Goddess.

PROCESS, CATEGORIES & CLASSES OF TEQUILA

CATEGORIES OF TEQUILA **TEQUILA 100% AGAVE**

It is produced only from the juices extracted from the Agave Tequilana Weber blue variety; it must be bottled only within the limits of the authorized Tequila region in Mexico.

TEQUILA

At least 51% of the sugars used to produce this category must be obtained from Agave Tequilana Weber blue variety and the remaining 49% may come from other natural sugars (except those from other varieties of agave); it may be bottled in other regions of Mexico or even other countries.

CLASSES OF TEQUILA

Five classes in each category. The differences between them are based on the degree of aging.

SILVER (BLANCO OR PLATA)

This is unaged Tequila; the product is normally bottled right after its second distillation.

GOLD (JOVEN OR ORO)

It is obtained by blending Silver Tequila with Tequilas that have been aged or also by mellowing some of the characteristics of the Silver Tequila.

AGED (REPOSADO)

It is matured or rested for 2 to 12 months in white oak barrels or vats called "pipones".

EXTRA AGED (AÑEJO)

It is matured or rested for more than a year in white oak barrels with a maximum capacity of 600 liters per barrel.

ULTRA AGED (EXTRA AÑEJO)

Tequila that is rested in barrels for longer than 3 years.

A FEW CLEVER STEPS

OUR PREMIUM AND CRAFTED PROCESS OF MAKING TEQUILA REQUIRES TIME, PATIENCE, PASSION AND EXPERIENCE.



01 CULTIVATION

AGAVE HAS A LIFESPAN OF 8 TO 14 YEARS; 300 FARMING FAMILIES SUPPORT OUR SUPPLY CHAIN.

02 HARVEST

THE "JIMA" IS AT BETWEEN 6 TO 10 YEARS OLD.

03 COOKING

OUR BRICK OVENS WILL SLOWLY BAKE THE AGAVE FOR 48 HOURS; JUST TO GET THE BEST SUGARS.



04 EXTRACTION

SHREDDING MILLS OBTAIN THE JUICES, THE BASE OF FERMENTATION.

05 FERMENTATION

OUR SPECIALLY CRAFTED YEAST WILL FERMENT THE JUICES WITHIN 72 TO 96 HOURS, A PREMIUM PROFILE.

06 DISTILLATION

THROUGH A DOUBLE DISTILLATION, OUR TRADITIONAL POT STILLS WILL RENDER A DISTINGUISHING PRODUCT.



07 AGING

WHITE OAK BARRELS, UNDER CONTROLLED TEMPERATURE AND ENVIRONMENT, WILL PROVIDE A COMPLEX FLAVOR RESULT.

08 BOTTLING

ONCE THE TEQUILA IS FILTERED 10 TIMES, OUR PRODUCT IS NOW BOTTLED AND READY FOR THE WORLD.

WHAT IS THE APPELLATION OF ORIGIN OF TEQUILA (DOT) AND WHY WAS IT ESTABLISHED?

Just like Cognac, Brandy de Jerez or Champagne, Tequila is a distilled spirit that is named after the region it originated from. That is, the town of Tequila, Mexico.

Since 1974, the Mexican government established the Appellation of Origin of Tequila, which is already recognized and respected virtually worldwide. The Appellation of Origin of Tequila offers the consumer the warranty of authenticity of the products labeled as such, a warranty that is based on three elements:

1.- The origin within the limits of a specific territory, composed of the State of Jalisco and certain selected areas of the States of Guanajuato, Nayarit, Tamaulipas and Michoacan, this area has unique natural and human features that are influential in the production of Tequila.

2.- Clear rules. The Official Mexican Standard for Tequila (NOM-006-SCFI-2005) establishes the regulations that must be strictly observed by all those who produce, bottle or market Tequila.

3.- A regulatory institution, known as the Consejo Regulador del Tequila (Tequila Regulatory Council), which was created to verify and certify that every Tequila company complies with the NOM Tequila.

**THREE
ELEMENTS
THAT MAKE
TEQUILA
BECOME A
UNIQUE SPIRIT**



Blanco premium

In its most basic category, it presents to the senses a crystalline product with a blue and silver top, fresh, light and attractive; its chemical and physical properties are optically seductive to enjoy by itself or on the rocks.

Limiting but without excluding, Casa de Luna™ Blanco collects the tendency of the market to the drinks accompanied or mixed; with smooth and stylized visual connotations, it comes close to a new term of communication that does not refer to it as simple 100% blue agave tequila.



OUR VERSION
OF TEQUILA
IS SIMPLY
DIFFERENT



CATEGORY

100% de agave

FEAUTES

Produced traditionally
Twice distilled
Ten times filtered

ALC. / VOL. CONTENT

40%
80 Proof

750 mL

BOTTLE

29.5 / 7.5 cms
12 bottles per case
1.55 Kg / 3.4 Lbs

CASE

32 / 24.5 / 30 cms
52 cases per pallet
967 Kg / 2,131 Lbs

APPEARANCE

Clear, crystalline &
light body.

AROMA & TASTE

Smooth, dryish
spicy & fresh; fruity.



OUR VERSION
OF TEQUILA
IS SIMPLY
DIFFERENT



CATEGORY

100% de agave

FEAUTES

Produced traditionally
Twice distilled
Ten times filtered

Reposado premium

In its reposado category proposes a product with a smooth body with shades of nuts and vanilla, where the wood becomes present without embittering the tequila giving it a clear golden color; delineated specifically to be enjoyed on the rocks or occasionally mixed.

Due to its characteristics that reach out to the senses, taste and scent, it aims for its own standard of a market of high profile. Acquires its own visual codes, for which it allows it to differ itself from competitors.



AGE	ALC. / VOL.	CONTENT	BOTTLE	CASE	APPEARANCE	AROMA & TASTE
4 months	40% 80 Proof	750 mL	29.5 / 7.5 cms 12 bottles per case 1.55 Kg / 3.4 Lbs	32 / 24.5 / 30 cms 52 cases per pallet 967 Kg / 2,131 Lbs	Clear, golden & medium to full body.	Smooth anise, light oak, caramel, cinnamon; yet fruity.



OUR VERSION
OF TEQUILA
IS SIMPLY
DIFFERENT

Añejo premium



Casa de Luna Añejo is the category where the product reaches organoleptic properties of good ripeness such as the presence of the wood, shades lightly sweet on the background and smoothness with the perfect taste; Golden and ocre shades slightly appear accompanied along the smooth body of the product.

It is originally presented to be enjoyed neat and becomes the product with the highest status within the family.





OUR VERSION
OF TEQUILA
IS SIMPLY
DIFFERENT



CATEGORY

100% de agave

FEAUTES

Produced traditionally
Twice distilled
Ten times filtered

AGE	ALC. / VOL.	CONTENT	BOTTLE	CASE	APPEARANCE	AROMA & TASTE
18 months	40% 80 Proof	750 mL	29.5 / 7.5 cms 6 bottles per case 1.55 Kg / 3.4 Lbs	24.5 / 16 / 30 cms 104 cases per pallet 967 Kg / 2,131 Lbs	Deep ocre, golden shaded & full body. smooth.	Woody, smoked agave roasted &

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