



# CREATIVE ENTERTAINMENT SERVICES, INC.

7009 Valjean Ave  
Van Nuys, CA 91406  
Phone: 818.267.2560  
Fax: 818.787.7908  
www.acreativegroup.com/ces

Samantha Sarakanti, Senior Director, Client Services 818.267.2567  
Vanessa Singleton, Associate Director, Entertainment Marketing 818.267.6566  
Jennifer Platt, Associate Director, Entertainment Marketing 818.267.2564  
Ryan Mogge, Senior Manager, Communications 818.267.2565



## Product Placement Overview *Herradura Tequila*



**Herradura Tequila** has been setting the standard for exceptionally crafted tequilas since 1870. Created with the traditional processes employed at Casa Herradura, it is one of the only hand-harvested, handcrafted and estate bottled tequilas in the world. It is this commitment to unsurpassed quality and tradition that has made Herradura what it will always be, extraordinary. And it is why Herradura has earned numerous accolades, including more than 16 gold medals for taste and quality.

For more information visit: [www.herradura.com](http://www.herradura.com)

◆ 100% of Herradura is **ESTATE BOTTLED**

◆ Crafted at Casa Herradura, named **DISTILLER OF THE YEAR, 2007**,  
“Wine Enthusiast”

◆ **HAND-HARVESTED** agave

◆ **HANDCRAFTED** with techniques handed down since 1870

◆ **TRADITIONAL, TIME-HONORED PRODUCTION PROCESSES:** clay ovens, natural fermentation, pot still distillation, aged in toasted white oak barrels, no additives



### SILVER

Smooth, clean tequila aged 45 days to add a hint of color and oak to its tangy citrus, cooked agave character.



### AÑEJO

Created in 1962. Barreling for two years (twice as long as category standards) gives it a deep amber color and complex taste of cooked agave and dried fruit with a slightly creamy finish.



### REPOSADO

The 1st reposado introduced to market (1974). Rested for 11 months (9 more than category standards) to give it a deep copper color and exceptionally smooth taste with notes of sweet cooked agave, vanilla and cinnamon.

#### **Materials Available for Placement: Bottles, Signage, Artwork, Bar Essentials and Apparel**

Promotional Tie-Ins are Possible – Please Contact CES for Further Information  
Drink Responsibly. To learn more about responsible consumption visit: [www.centurycouncil.org](http://www.centurycouncil.org)

