

FRESH PRESSED



Sauza®

DESDE 1873

SAUZA HACIENDA SILVER & GOLD

SILVER

BRINGS A SPARKLE
TO THE FIESTA

COLOR

CRYSTAL CLEAR. HINTS OF SILVER

AROMA

APPLE NOTES. FOLLOWED BY JASMINE
AND HINTS OF FINE HERBS

TASTE

FRESH BLUE AGAVE WITH
GREEN APPLE ESSENCE

BODY / FINISH

MEDIUM-BODIED. MODERATELY
BITTER CITRUS FINISH

GOLD

SURPRISING DEPTH.
DELIGHTFUL MIXABILITY

COLOR

GOLD. SPARKLING BRIGHTNESS

AROMA

SWEET CARAMEL AND BLUE AGAVE.
LAYERED WITH HIBISCUS

TASTE

BLUE AGAVE AND SWEET CARAMEL.
BALANCED WITH PEPPER NOTES

BODY / FINISH

MEDIUM-BODIED WITH A SWEET FINISH



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SAUZA HACIENDA SILVER & GOLD

Sauza Hacienda is an extremely versatile tequila. Robust, with fresh blue agave flavors preserved by a delicate filtration process. With tequila's best qualities - perfect to mix in margaritas and simple +1 cocktails.

SELLING POINTS

1. Tequila continues to be one of the fastest growing categories in Spirits at +56.5% ⁽¹⁾
2. Sauza, with its renovated label and improved perceptions on attributes like heritage, worth paying more for & social occasions, continues to be the perfect choice for a quality tequila for mixing ⁽²⁾

DRINK STRATEGY

**PRIMARY:
MEXICAN PALOMA**

1 part Sauza® Hacienda Silver
3 parts grapefruit soda
½ part lime juice

**SECONDARY:
MARGARITA**

1 ½ parts Sauza® Hacienda Silver or Gold
1 part lime juice
½ part DeKuyper® Triple Sec Liqueur
½ part simple syrup



SAUZA HACIENDA SILVER

SAUZA HACIENDA GOLD

750ML:
UPC: 0080686832010
SCC: 10080686832017

1000ML:
UPC: 0080686832027
SCC: 10080686832024

750ML:
UPC: 0080686831013
SCC: 10080686831010

1000ML:
UPC: 0080686831020
SCC: 10080686831027