

Tequila & Mezcal Masters 2010



WHAT AN EYE-OPENER!

Patience Gould is genuinely surprised at the quality of the Tequilas entered for the year's Masters and has become the Mexican spirit's latest recruit

The Tequila Masters was the first time in a couple of decades that I had sat down to a serious tasting of Mexico's national spirit. Then back in the 80s it was all the rage, but for all the wrong reasons, thanks largely to the Tequila Slammer. It was the easy 'fix' and the idea of quality tequila was but a distant dream. However if the results of the Tequila Masters are anything to go by, it's very much a reality now – and how!

The standard was extremely high and Masters as well as Gold awards prevailed across the classes from premium to super premium and luxury. Indeed at the end of the

THE TEQUILA MASTERS 2010

COMPANY	PRODUCT	AWARD
BLANCO PREMIUM		
OCHO TEQUILA	OCHO 8	MASTER
IIDEA	DON ALVARO BLANCO ORGANIC	MASTER
BROWN-FORMAN USA	EL JIMADOR BLANCO	GOLD
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL BLANCO	GOLD
RESPOSADO PREMIUM		
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL RESPOSADO	MASTER
BROWN-FORMAN USA	EL JIMADOR RESPOSADO	GOLD
DESTILADORA AGAVE AZUL	CHULAVISTA REPOSADO	GOLD

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COMPANY	PRODUCT	AWARD
ANEJO PREMIUM		
BROWN-FORMAN USA	EL JIMADOR AÑEJO	MASTER
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL AÑEJO	MASTER
BORCO INTERNATIONAL	SIERRA ANTIGUO AÑEJO	GOLD
EXTRA ANEJO PREMIUM		
IIDEA	DON ALVARO EXTRA AÑEJO ORGANIC	MASTER
DIAGEO	JOSE CUERVO RESERVA DE LA FAMILIA	SILVER
BLANCO SILVER		
BROWN-FORMAN USA	HERRADURA BLANCO	MASTER
BIBENDUM	EL TESORO SILVER	MASTER
EUROWINEGATE	EXCELLIA BLANCO	GOLD
DESTILADORA AGAVE AZUL	DON ANSELMO BLANCO	GOLD
BORCO INTERNATIONAL	SIERRA MILENARIO BLANCO	SILVER
REPOSADO SUPER PREMIUM		
BROWN-FORMAN USA	HERRADURA REPOSADO	GOLD
BORCO INTERNATIONAL	SIERRA MILENARIO REPOSADO	GOLD
DESTILADORA AGAVE AZUL	DON ANSELMO REPOSADO	MASTER
ANEJO SUPER PREMIUM		
BROWN-FORMAN USA	HERRADURA AÑEJO	GOLD
EXTRA ANEJO SUPER PREMIUM		
BORCO INTERNATIONAL	SIERRA MILENARIO EXTRA AÑEJO	MASTER
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL EXTRA AÑEJO	GOLD



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