

## 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
<b>BLANCO PREMIUM</b>		
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
<b>RESPOSADO PREMIUM</b>		
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
<b>ANEJO PREMIUM</b>		
BROWN-FORMAN USA	EL JIMADOR AÑEJO	MASTER
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL AÑEJO	MASTER
BORCO INTERNATIONAL	SIERRA ANTIGUO AÑEJO	GOLD
<b>EXTRA ANEJO PREMIUM</b>		
IIDEA	DON ALVARO EXTRA AÑEJO ORGANIC	MASTER
DIAGEO	JOSE CUERVO RESERVA DE LA FAMILIA	SILVER
<b>BLANCO SILVER</b>		
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
<b>REPOSADO SUPER PREMIUM</b>		
BROWN-FORMAN USA	HERRADURA REPOSADO	GOLD
BORCO INTERNATIONAL	SIERRA MILENARIO REPOSADO	GOLD
DESTILADORA AGAVE AZUL	DON ANSELMO REPOSADO	MASTER
<b>ANEJO SUPER PREMIUM</b>		
BROWN-FORMAN USA	HERRADURA AÑEJO	GOLD
<b>EXTRA ANEJO SUPER PREMIUM</b>		
BORCO INTERNATIONAL	SIERRA MILENARIO EXTRA AÑEJO	MASTER
PRODUCTOS FINOS DE AGAVE	CAMPO AZUL EXTRA AÑEJO	GOLD



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