



Suave-Agave.com Official Newsletter

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Porfidio Barrique: The Legend of Agave

Cinco de Mayo Specials

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### **MARCH INTERVIEW: PORFIDIO BARRIQUE: THE LEGEND OF AGAVE**

**Suave-Agave.com Staff with Destileria Porfidio, Ponciano Porfidio, CEO**

**1. Porfidio Barrique is a legend in the world of tequila and 100% agave products. What is it that sets Barrique apart from every other brand available on the market?**

Porfidio Barrique is not only made of 100% Agave, it is also the result of an additional step in the distillation process: regular tequila is distilled in "column distillation", which cannot remove the heads & tails (the poorest part of the Agave plant) properly, inclusive of those elements which cause the infamous tequila hangover. Premium Tequila is submitted to a double or triple distillation process, where the heart of the product is properly separated from the head & tails.

Porfidio Barrique takes distillation one step further by redistilling the heart obtained in the previous triple distillation process one more time and by doing so submitting the product to yet another head & tails separation. This results in a product

of ultra purity.

In addition, Porfidio Single Barrel Añejo has already improved upon existing tequilas by its proprietary ageing in specially selected and prepared virgin oak barrels, rather than in used Bourbon barrels. Porfidio Barrique goes one step further by not using virgin OAK barrels, but rather ageing the product in unusual and very expensive wood varieties such as Cherry wood, Acacia, and Esche, which is unheard of in the Latin world.

Therefore Porfidio Barrique was never marketed as a “tequila”, as it is ten steps beyond it in terms of quality; thus, it is more adequately categorized by Porfidio as ‘Fine Agave Eau-de-Vie’.

**2. At an introductory price of \$400-\$500USD, and now over \$1,000 per bottle, this product was not intended for the average consumer. What gave you the idea to produce such an exquisite product for a very select market?**

The idea behind Porfidio Barrique was to create an ultra 100% agave product, far beyond the super-premium tequila. It is produced for a very selected group of people whose appreciation is only for the very best and for whom price is irrelevant.

It was originally created for the previous Mexican governmental regime as a special gift for Queen Elizabeth II during her visit to Zacatecas in Mexico, where Porfidio Barrique was presented as the official state present to the Queen.

**3. How many Barriques were made, including those for foreign markets, and why was the production so limited?**

Only 3,000 one-liter bottles of Barrique were made - 1,000 per year – a proportion of which were for Sylvester Stalone’s entertainment requirements, part of which for the Japanese market, part of which for the U.S. market and part of which for the Colombian market.

**4. Will Barrique ever be produced again?**

The supply of Barrique is exhausted and we do not plan to

produce it again in the immediate future.

**5. What is significant about the 100ml Barrique miniatures produced for Suave-Agave.com?**

Only 200 bottles of Barrique 100ml were issued in 2004, solely and exclusively for Suave-Agave.com. The significance of this edition consists of its utmost exclusivity. A spirit which captures the purest essence of the Agave in an exclusive release in recognition of the excellent work Suave-Agave.com has been doing to promote the tequila culture in the United States.

**6. Will such a product as these miniatures ever be produced again?**

There is no intention to reissue Porfidio Barrique in the near future as all stocks have been exhausted.

**7. Any final words for our connoisseurs of Barrique?**

Porfidio Barrique is testament to the fact that Mexico is capable of producing the very finest despite its inherent political limitations and cultural difficulties. Porfidio Barrique has established a benchmark in the Luis XIV market segment in direct competition to the world's very finest European spirits.