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Sean Ludford's BevX.com

# BEVX REPORT

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## LUNAZUL BLANCO 100% AGAVE TEQUILA

### THE DATA

**Category:** Tequila

**Sub-Category:** Blanco, 100% Agave Tequila

**Origin:** NOM #1513

**Retail Price:** \$19.99

**ABV:** 40%



### HOW TO ENJOY IT

I love sipping the Lunazul Blanco straight or lightly chilled. It **has all of the depth and complexity of a Blanco at twice the price.** Of course it makes one hell of a margarita and paloma.

### COOL FACTOR

A

100% agave blanco is so versatile as a sipper and in cocktails. When it's as good and complex as the Lunazul and the asking price is so reasonable it's **absolutely cool.** Grade - A



### ANALYSIS



I simply love this brand. Lunazul delivers great and complex flavors without challenging the budget. When I go to a bar and see that they are featuring Lunazul Blanco in their margaritas I know that I am in good hands. **These beautiful Tequila's are crafted by the Beckman family who have been making Tequila for over 200 years.**



### TALKING POINTS

FROM LUNAZUL



Lunazul Tequila is proudly estate-grown, distilled and bottled with 100% Blue Agave at the Tierra de Agaves Distillery in Tequila, Jalisco, Mexico. Tierra de Agaves was founded in 2002 by Francisco Beckmann, former co-owner of Jose Cuervo, to pursue his personal goal of producing the best small batch tequilas in the world.

### VALUE GRADE



**Hands-down, this is one of the top values in the Tequila category.** The Lunazul Blanco delivers pure and complex flavors just like Tequilas selling for twice the price.

A

Grade - A

## IN THE GLASS

**Appearance:** Brilliant, crystal clear.

**Aromatics:** The nose is fruity exhibiting tropical and apple notes with a healthy dose of salt and citrus, which is to say – it has the aromatics of fresh agave.

**Flavor:** The palate is semi-viscous and refreshing with ripe fruit tones giving way to crisp citrus notes mingling with agave and ripe peach.

**Intensity & Texture:** Wonderfully balanced with clean flavors and a long, lingering, spicy finish.

**MORE THAN  
THE SCORE**



**FIERCELY  
INDEPENDENT**