



TEQUILA
PARTIDA®

E-COMMERCE GUIDELINES

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01 VISUAL ASSETS

Pack shots · Lifestyle images · Banners

01 | Pack Shots

Use the correct market pack shot for each SKU. Available as PNG and JPEG.



**Tequila Partida
Blanco**

40% ABV · 70cl



**Tequila Partida
Reposado**

40% ABV · 70cl



**Tequila Partida
Añejo**

40% ABV · 70cl

02 | Lifestyle Images

Lifestyle image is available as JPEG.



Tequila Partida Blanco



Tequila Partida Reposado



Tequila Partida Añejo

03 | Header / Banner Image

Banner is available as PNG and PSD (editable for local needs)..





02 CONTENT

Brand description · Product descriptions · Cocktail recipes

04 | Brand Description

SHORT VERSION

Tequila Partida is the original 100% additive-free tequila — founded in 2005, inspired by third-generation agave farmer Enrique Partida. Made from 100% Blue Weber agave, sourced from the Tequila Valley and aged beyond industry minimums. No additives. No concealment. Nothing hidden.

The world's highest-rated luxury tequila.

Pure superiority with nothing to hide.

LONG VERSION

Tequila Partida was founded in 2005, inspired by Enrique Partida — a revered third-generation agave farmer whose family has cultivated Blue Weber agave in the Tequila Valley for decades. His philosophy of patience, purity and respect for the land became the founding DNA of the brand. Today, Master Tequilero José Valdez leads production with that same uncompromising spirit.

Only the finest mature Blue Weber agave is selected — each plant cultivated for an average of 8 years before harvest, when natural sugars and flavour compounds are at their absolute peak. A strict two-hour field-to-cooking window preserves the fresh agave character. The agave is then slow-cooked for 24 hours (3x the industry standard) before double distillation in copper-lined pot stills for exceptional purity and depth. Ageing takes place in ex-bourbon American White Oak casks, always beyond the legal minimum — because great tequila cannot be rushed.

Partida was the original 100% additive-free tequila — pioneering this standard 20 years before the market followed. No glycerin, no caramel colouring, no vanilla extract. Just agave, water, time and craft.

Single estate. Single distillery. Field to glass.
Pure superiority with nothing to hide.

05.1 | Tequila Partida Blanco

FRESH

AGAVE-FORWARD

CRISP

Product Description

Tequila Partida Blanco is a 100% additive-free blanco tequila - the purest expression of Tequila Partida. Unaged and crystal clear, Partida Blanco showcases the true, fresh character of 100% Blue Weber agave sourced from the Tequila Valley. Distilled twice in copper-lined pot stills and bottled without any additives — presenting agave in its most honest, vibrant form. Scored 94–95 points by Wine Enthusiast and Ultimate Spirits Challenge.

AROMAS

Agave and cooked yams

FLAVOUR

True and fresh blue agave · Red ruby grapefruit · Mint

AGE

Unaged

ABV · FORMAT

40% · 70cl

INFO

100% Blue Weber Agave · 100% Additive Free · Estate Bottled · Gluten-free

Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.

Paloma Blanco

INGREDIENTS

50ml Tequila Partida Blanco
10ml Fresh lime juice
Grapefruit soda

METHOD

Build in a highball over a large ice cube. Top with grapefruit soda. Garnish: grapefruit wedge.

Margarita Blanco

INGREDIENTS

45ml Tequila Partida Blanco
35ml Triple Sec
25ml Fresh lime juice · 10ml Sugar syrup

METHOD

Shake all with ice. Serve in a Margarita glass. Half rim with salt. Garnish: lime wheel.

05.2 | Tequila Partida Reposado

BALANCED

SMOOTH

VANILLA

Product Description

Tequila Partida Reposado is a 100% additive-free reposado tequila, rested for 6 months in ex-bourbon American White Oak casks — three times longer than the industry minimum — developing a naturally balanced, full-bodied character without masking the pure agave soul. Honey and citrus on the nose lead into vanilla, caramel, butter and charred oak. Awarded Best Reposado Gold Medal and 94 points by Wine Enthusiast.

AROMAS

Honey and citrus

FLAVOUR

Full-bodied · Vanilla · Caramel & butter · Charred oak

AGE

6 months

ABV · FORMAT

40% · 70cl

INFO

100% Blue Weber Agave · 100% Additive Free · Estate Bottled · Gluten-free

Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.

Paloma Reposado

INGREDIENTS

50ml Tequila Partida Reposado
10ml Fresh lime juice
Grapefruit soda

METHOD

Build in a highball over a large ice cube. Top with grapefruit soda. Garnish: grapefruit wedge.

OG Tommy's Margarita

INGREDIENTS

45ml Tequila Partida Reposado
35ml Triple Sec
25ml Fresh lime juice · 10ml Sugar syrup

METHOD

Shake all with ice. Serve in a Margarita glass. Half rim with salt. Garnish: lime peel.

05.3 | Tequila Partida Añejo

RICH

COMPLEX

FULL-BODIED

Product Description

Tequila Partida Anejo is a 100% additive-free anejo tequila, aged for 18 months in ex-bourbon American White Oak casks — six months beyond the industry requirement — allowing time, wood and agave to find perfect harmony. Intensely golden with bronze tones. Full-bodied complexity with banana, maple honey and chocolate, finishing with a refined hint of spice. 93 points by Wine Enthusiast. Gold at Global Tequila Masters 2024.

AROMAS

Oak, dry fruits and butter

FLAVOUR

Full-bodied with a hint of spice · Banana · Maple honey · Chocolate

AGE

18 months

ABV · FORMAT

40% · 70cl

INFO

100% Blue Weber Agave · 100% Additive Free · Estate Bottled · Gluten-free

Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.

Partida Old Fashioned

INGREDIENTS

60ml Tequila Partida Añejo
10ml Agave syrup
2 dashes cacao bitters

METHOD

Stir all over ice. Strain into a rocks glass over a large ice cube. Garnish: charred grapefruit.

Spicy Margarita

INGREDIENTS

45ml Tequila Partida Añejo
35ml Triple Sec
25ml Fresh lime juice · 10ml Sugar syrup

METHOD

Shake all with ice. Serve in a Margarita glass. Half rim with Tajin (chili & salt). Garnish: dried pimiento.



03 USAGE NOTES

Pack shot · Translations · Image rights · Portal · Extended library

06 | Usage Notes for Distributors & Retailers

Pack Shot

Always use the correct market bottle pack shot. Refer to the portal for the right version per market.

Translations

Brand and product copy may be translated locally. Core claims must remain consistent: original 100% additive-free tequila / pure superiority with nothing to hide / field to glass / founded 2005.

Image Rights

Images are provided with digital rights only unless stated otherwise. Do not use for print or above-the-line campaigns without written confirmation.

E-commerce Portal

All essential assets are available on the LB E-Commerce portal — no login required.

Extended Asset Library

A more extensive library of visuals and brand assets is available on the external brand portal. Login required. Contact kimlibottalico@lucasbols.com.



TEQUILA
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For custom or flagship page
materials,
extended asset access or other
questions?

Please reach out to
kimlibottalico@lucasbols.com