

JALISCO



MEXICO

CRISTAL AZUL

TEQUILA 100% AGAVE AZUL



Our award-winning Anejo was recognized at the USA
Spirits Awards with a rated Gold Rank and our
Reposado achieved the highest rated Double Gold award
in the premium spirits category at the Michelangelo
International Wine and Spirits Awards



Produced in Mexico, Perfected in New York



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Perfected in New York.

Cristal Azul is a luxury sipping tequila that begins in Jalisco, Mexico, the spiritual home of Blue Weber Agave, and evolves through the lens of New York sophistication. Every bottle reflects our unique duality: rooted in centuries-old Mexican tradition, yet refined by the modern taste of global connoisseurs.

Crafted from Blue Weber Agave and shaped through curated tastings with experts from the world's leading cities, Cristal Azul offers a flavor profile that's bold, smooth, and unapologetically elevated.

Award winning *Tequilas.*

Our award-winning Añejo was recognized at the USA Spirits Awards with a 92 rated Gold Rank.

Our Reposado achieved the highest rated Double Gold award in the premium spirits category at the Michelangelo International Wine & Spirits Awards.



Continuing the Award Winning *Legacy.*

Our Extra Anejo was recently awarded a 90 rated Gold Medal at the London Spirits Competition 2026.

Our Blanco recently achieved a 88 rated Silver Medal at the London Spirits Competition 2026.



A person wearing a sombrero and a light-colored shirt is harvesting an agave plant with a machete. The scene is set at sunset, with the sky in shades of orange and yellow. The agave plant has large, spiky leaves. A yellow geometric line pattern is overlaid on the image, connecting various points across the scene.

Our *Roots.*

This rich soil, with arid clay and volcanic deposits, is perfect for the Agave, as is the climate, blessed, by the goddess Mayhuel. The higher elevation soil near Jalisco contains more red clay, and the lower elevations contain a higher concentration of volcanic soil, giving each a distinct flavor.

Our Story.

Cristal Azul began with a simple spark—a conversation between two friends and serial entrepreneurs in New York who shared a love for fitness and fine spirits. What started as curiosity soon turned into a passion for tequila, a plant-based spirit that felt lighter, cleaner, and perfect for mindful celebrations without compromising on character.

That curiosity led them to Jalisco, Mexico, where, alongside global connoisseurs, they crafted Cristal Azul—an ultra-premium sipping tequila defined by smooth finishes, refined flavor, and zero shortcuts.

More than just a spirit, Cristal Azul is a celebration of friendship, intention, and choosing quality in every pour.



Tequila's *Global* Rise.

A global favorite, capturing the imagination of whisky and vodka lovers worldwide, converting the die hards.

U.S.A - tequila sales have surpassed traditional brown spirits like whiskey, brandy, and cognac.

India - premium tequila is growing at a rapid pace, driven by evolving consumer preferences.

Consumers - India:

- *Affluent, health-conscious Gen Z & Gen X.*
- *Traditional whisky drinkers seeking a refined yet familiar taste experience.*

Consumers are drawn to tequila for its:

- *Similar production process and depth of flavor as whisky*
- *Luxurious profile and smooth sipping experience.*
- *Better-for-you appeal – plant-based, lower in calories, and perceived as a cleaner spirit.*

37%

*Growth in
Indian market*

24%

*Growth in
Indian market*

8%

*Growth in
Indian market*

5%

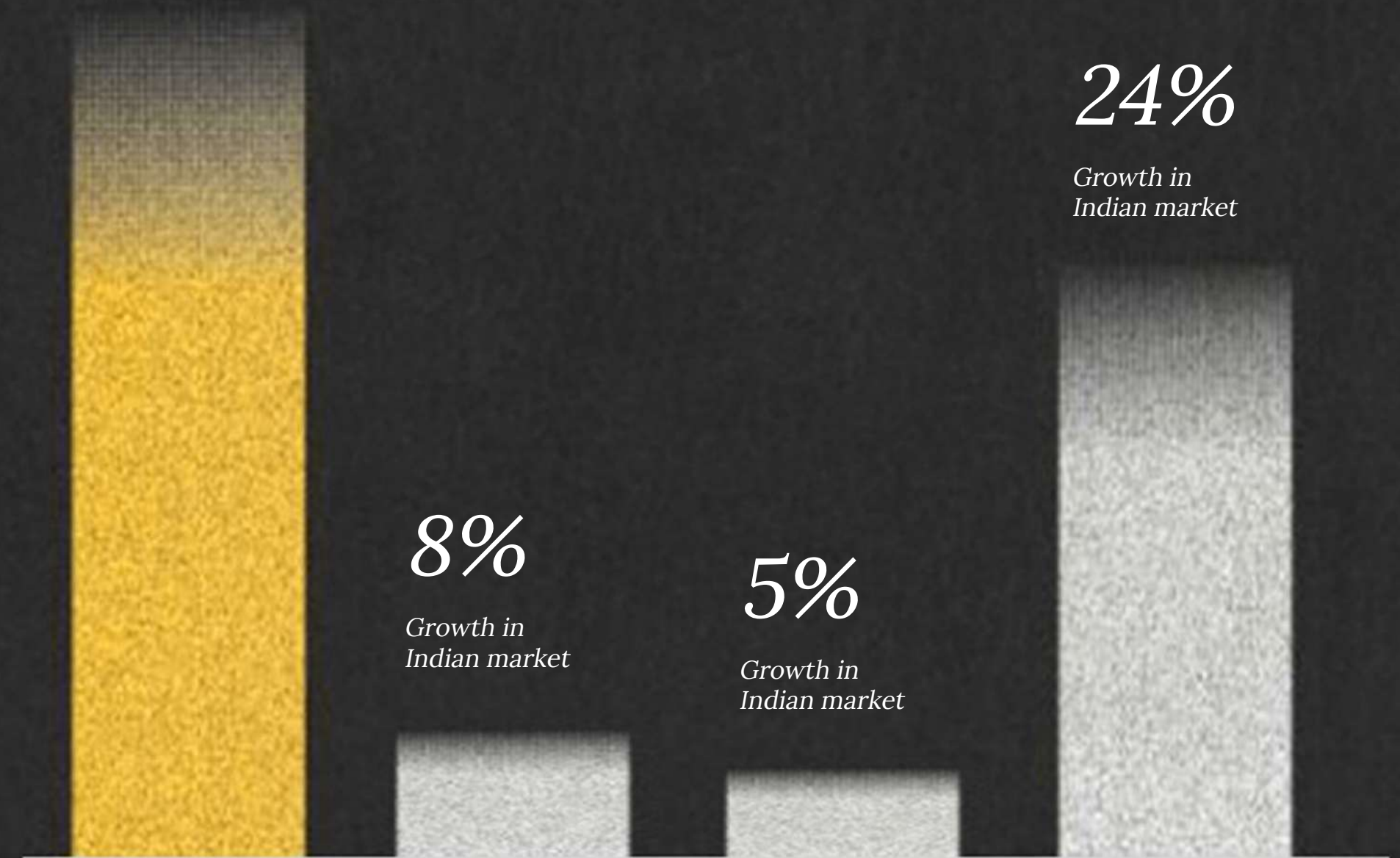
*Growth in
Indian market*

Tequila

Vodka

Brandy &
Cognac

Single Malt
Whiskey



Cristal Azul
Home of...





CRISTAL AZUL

Extra Añejo.

With its dark gold hue, our tequila has an alluringly rich and complex aroma and a connoisseur taste. Feel the smoothness of diverse aromas of vanilla and oak in our extra Anejo made from 100% Blue Weber Agave.

Our Crowning Jewel was recently awarded a 90 rated Gold Medal at the London Spirits Competition 2026.

Meant to be sipped and savored, this ultra-premium tequila should be had neat or on the rocks to capture each hint of flavor and smoothness.

Aged: 3+ Years *Tequila 100%*





CRISTAL AZUL

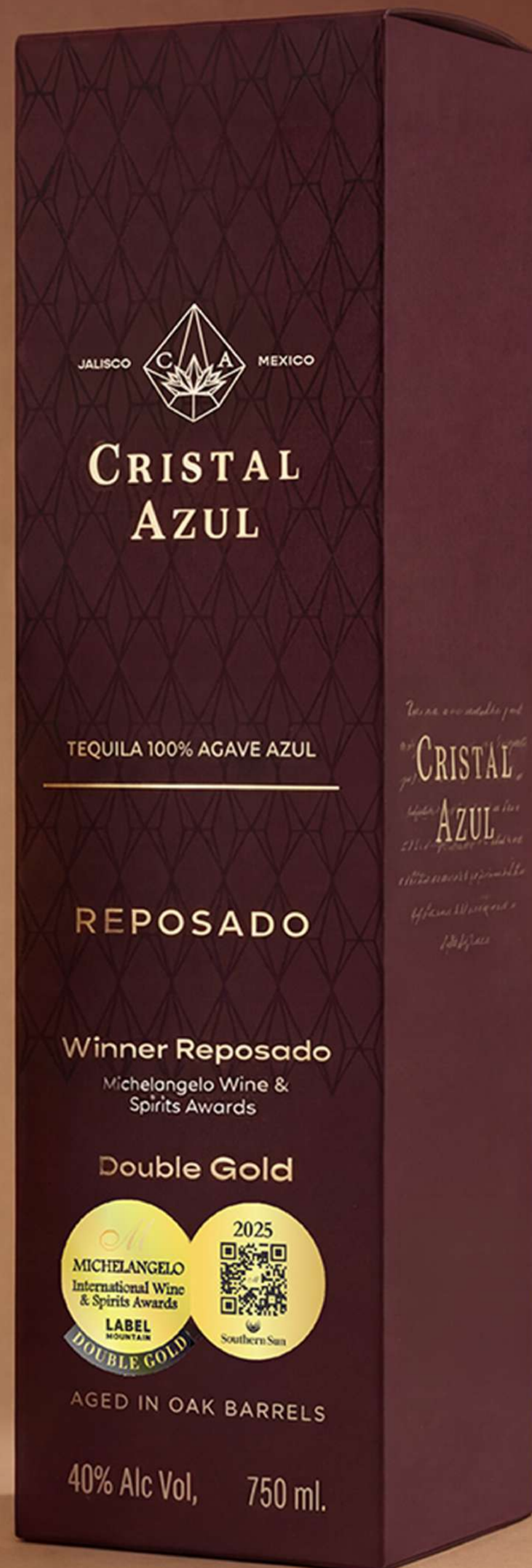
Añejo.

Crafted 100% Blue Weber Agave for incredible smoothness and taste. Distilled and aged, it has a deep gold hue with a strong vanilla, chocolate and woody tobacco flavor.

The premium sipping tequila ranked gold in the USA Spirits Award 2025.

While its complex flavor profile is perfect to be sipped neat, it can also be used for premium cocktails due to its smooth and balanced nature. It pairs perfectly with smoked meats or creamy dark chocolates.

Aged: 12+Months *Tequila 100%*



CRISTAL AZUL *Reposado.*

Extracted from 100% Blue Weber Agave for incredible smoothness and taste. Slow process distilled and aged, its golden hue is matched with woody notes and hints of vanilla.

The premium tequila has been awarded the Double Gold award, highest rated in the premium spirits category at the Michelangelo International Wine & Spirits Awards.

This extremely versatile tequila can be used for anything from shots to neat sips. Paired perfectly with grilled seafood and citrus salads, its defining smoothness and finish awaits discovery.

Aged: 2+Months *Tequila 100%*



CRISTAL AZUL

Blanco.

Made from 100% Blue Weber Agave for incredible smoothness and taste. Cristal clear in color and purity, its complex profile offers a crisp and fresh agave taste with hints of citrus.

Our sipping tequila recently achieved a 88 rated Silver Medal at the London Spirits Competition 2026.

With the purest taste of 100% Agave, this can be used for all tequila cocktails, or enjoyed as shots or clear sips. Can be paired with fresh oysters or spicy salads.

Tequila 100%





CRISTAL AZUL

Silver.

Smooth with a subtle agave flavor, it's a fantastic ingredient in any cocktail. The Cristal Azul Silver Tequila is a clear, crisp, distilled blended tequila. Bold, bright, clear and confident, this small-batch silver tequila has ultra-smooth finish, while keeping its crisp agave soul front and center.

Tequila 100%



CRISTAL AZUL

Gold.

Our honey-gold blended tequila makes for a smooth sipping experience and incredible flavor. Crafted with sweet agave and kissed with oak and vanilla, Cristal Azul Silver tequila is the kind of drink that fits your night, whether you're chilling with friends or turning up the playlist.

Tequila 100%

Cheers!
Thank You

