

The 100% puro de agave range SIERRA Antiguo strengthens own character with new design

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Hamburg, July 2021. The SIERRA Antiguo 100% puro de agave range from the Tequila flagship SIERRA, owned and internationally distributed by the Hamburg based family business BORCO-MARKEN-IMPORT, is being launched in a new design that highlights the Aztec roots as well as the artisanal production of this exquisite tequila with the full-bodied aroma of the richest agaves from the highlands of Jalisco. The reworked designs of **SIERRA Antiguo Plata** and **SIERRA Antiguo Añejo** will be rolled out in BORCO's international markets as from now.

To sharpen the distinct personality of SIERRA Antiguo Plata and SIERRA Antiguo Añejo, the new look relies on a modified bottle shape that stands out on the shelf and is intended to highlight the high-quality production and allows better bottle handling. This makes SIERRA Antiguo perfect for a wide range of Tequila drinks. The fruity flavor profile is highlighted by a "Sierra Antiguo 100% puro de Agave" embossing on the back of the bottle. The iconic sombrero in classy silver continues to adorn the bottle and is complemented by elements about the production in the form of coins on the front of the bottle. Alongside the sombrero, the eye-catching hollow embossing on the front remains, providing a high-quality look and feel. The contemporary design is supplemented by a new front label, which has a cleaner look and puts the brand name in the foreground, underlined by a Mayan pyramid.

SIERRA Antiguo Plata

This tequila is named after the Spanish word for silver: SIERRA Antiguo Plata. In keeping with the name and the clear color of the young distillate, a shiny silver sombrero adorns the head of the SIERRA Antiguo Plata bottle. SIERRA Antiguo Plata has 40%



ABV and is velvety smooth. This is due to the high quality of the raw materials, the traditional processing of the same and the resting and harmonization phase of the Tequila in stainless steel tanks. SIERRA Antiguo Plata is perfectly suited for classic margaritas. Friends of the Mexican drink culture will love the fruity and spicy notes of this 100% de Agave Tequila.

SIERRA Antiguo Añejo

SIERRA Antiguo Añejo has 40% ABV and is aged for a very long time in small oak barrels until perfection. It has a warm, deep golden color and is characterized by its aromatic, full-bodied, at the same time particularly mild and delicate taste. Immediately upon opening a bottle of SIERRA Antiguo Añejo, a wide range of aromas can be perceived. An interplay of vanilla, oranges, cloves, and pepper beguile in the nose, continuing on the palate and slowly fading away in a fruity finish. After distillation, SIERRA Antiguo Añejo is aged for more than 2 years in small oak barrels. This gives the Tequila, which is made from 100% agave, its unparalleled aroma. SIERRA Antiguo Añejo adds a unique taste to various drinks, embodying the Mexican culture.

BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG, Hamburg

Brand Owner of SIERRA Antiguo is BORCO-MARKEN-IMPORT. Based in Hamburg, BORCO is one of the largest German and European producers and distribution partners of top international spirits brands. The portfolio of the independent family company covers almost all key international segments and is certainly unique in terms of its strength and unity. The international portfolio includes renowned brands such as SIERRA Tequila, FINSBURY Gin, HELBING Kümmel and OLD PASCAS. BORCO supports responsible drinking. Find out more on <https://www.massvoll-geniessen.de/>. For more information on the company and portfolio please visit www.borco.com.

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