

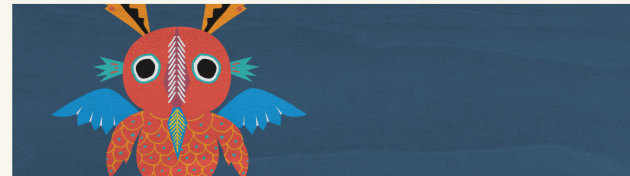
MAESTRO
DOBEL®
ATELIER
EXTRA AÑEJO TEQUILA

WELCOME TO A TRUE WORLD
OF CRAFT AND ARTISTRY

- Pride, tradition and taste describe the unique bottle of DOBEL ATELIER and, of course, the liquid within. Dobel Atelier aims to honor Mexican artisans and their artistry by utilizing our tequila as a canvas.

Each bottle is carefully hand-painted with vivid colors, using the same technique for crafting traditional “alebrijes” – the small, wood or cardboard figurines depicting fantastical creatures, originally from the state of Oaxaca, Mexico.

This Extra Añejo elixir is aged in American and European oak barrels, which provide Dobel Atelier a unique combination of scents and flavors, particularly bringing forward those of agave, vanilla, toasted almonds and a myriad of spices. Each label includes an edition theme, the name of the artisan, the maestro tequilero, the date, and the number of bottles produced in that particular harvest.



- Each year, Dobel Atelier brings forth the best of Mexico, honoring its culture and tradition. The experience and mastery of 11 generations of maestros tequileros teaches and drives us in the constant search for ideal pairings of different reserves, resulting in a perfect scent and palate balance. Connoisseurs and collectors alike will agree that this is a truly artistic Extra Añejo tequila, inside and out.



DOBEL ATELIER CHARRERÍA 2022 COLLECTION

Dating back to the 16th century, this limited edition theme, called “Charrería”, honors artisans that work with beautiful metals to decorate the suits, chairs and hats for traditional Mexican horse riders called “charros”. Dobel Atelier “Charrería” is inspired by these talented horsemen who are recognized for their pursuit of perfection in their art.

During the Spanish colonization, a number of traits and practices helped shape Mexican culture, including “Charrería”, which is a popular sport in cities such as Guadalajara, Jalisco where the horsemen or charros use their lasso abilities to make their horses or “mounts” gracefully pounce and dance to the rhythm of a live Mariachi band. A charro is a talented and elegant horseman, who becomes one with his mount and is typically dressed in an elaborate and intricately decorated suit with the traditional Mexican sombrero.

Charro attire is almost an art form in itself. Today, we cheer for those dedicated sportsmen and artisans who make the charrería a true Mexican cultural symbol praised and recognized worldwide.

We partnered with these Oaxacan artisans to create something unique for Dobel Atelier “Charrería”. Five different bottle designs inspired by the distinctively beautiful and ornate charros suit.

TASTE PROFILE

- **COLOR**

Dark amber, bright gold and copper tones.

- **AROMA**

A combination of sweet scents such as: agave, caramel, vanilla, chocolate, walnut, prune, dried fruit, butter, pineapple, apple, cinnamon, almonds and light tones of toasted wood.

- **FLAVOR**

A warm taste of: wood, caramel and vanilla as well as agave and fruit which leave an exceptionally smooth aftertaste.

MAESTRO DOBEL ATELIER®

SRP: \$250 COUNTRY OF ORIGIN: Jalisco, Mexico MARKET AVAILABILITY: October 2022

EXTRA AÑEJO TEQUILA 2022 CHARRERÍA EDITION 750ml 40% Alc./Vol. 80 PROOF

UPC: 818844023242 SCC: 10818844023249 NABCA: 499-87293-75 SAP CODE: WXUS361COL22

BOTTLE DIMENSIONS: LENGTH 3.77" WIDTH 3.67" HEIGHT 14.46" BOTTLES PER CASE: 6

CASE DIMENSIONS: LENGTH 12.08" WIDTH 8.03" HEIGHT 14.68" CASE WEIGHT: 10.67 lbs

PALLET DIMENSIONS: LENGTH 47.99" WIDTH 40.00" HEIGHT 49.56" PALLET WEIGHT: 1,322.77 lbs

PALLET CONFIGURATION: CASES PER LAYER: 16 LAYERS PER PALLET: 3 CASES PER PALLET: 48

