



# ALTURA

*Divina*  
ARANDAS, JALISCO

DONDE EL QUE PRUEBA LA ALTURA,

EXPERIMENTA LO DIVINO.



# TASTE ALTURA

WE BELIEVE IN ELEVATING EVERY MOMENT.  
IN CELEBRATING THE EXTRAORDINARY, THE AUTHENTIC AND THE SUBLIME.

ALTURA DIVINA IS NOT JUST A TEQUILA; IT IS AN EXPERIENCE THAT AWAKENS THE SENSES AND UNITES PEOPLE  
IN UNFORGETTABLE MOMENTS.



# OUR FAMILY

TEQUILA ALTURA WAS BORN IN 2024 IN THE HIGHLANDS OF JALISCO. COMBINING ARTISANAL TRADITION AND INNOVATION. INSPIRED BY THE MOUNTAINS SURROUNDING THE AGAVE FIELDS, ALTURA REPRESENTS EXCELLENCE AND THE AUTHENTIC MEXICAN SPIRIT WITH A COMMITMENT TO ALWAYS PRESERVE THE ESSENCE OF OUR ROOTS.

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# PHILOSOPHY

WE HONOR TRADITION, QUALITY AND AUTHENTICITY. EACH BOTTLE REFLECTS OUR RESPECT FOR THE LAND AND PRIDE IN SHARING THE BEST OF MEXICO.

# PURPOSE

TO BECOME THE TEQUILA BRAND THAT REPRESENTS THE NEW LEVEL SOPHISTICATION: MODERN AND AUTHENTIC. WE ASPIRE TO BE THE CHOICE OF THOSE WHO VALUE DETAILS, ORIGIN AND THE PRESENT.



# BEHIND ALTURA

ALTURA DIVINA IS AUTHENTIC, CLOSE AND WITH CHARACTER. IT IS A BRAND THAT VALUES WHAT IS WELL DONE, THAT PREFERS TO SPEAK FROM THE ORIGIN AND PASSION.

ALTURA DIVINA IS A BRAND THAT CONNECTS THROUGH HONESTY, AS IT ALWAYS REMAINS TRUE TO WHAT IT IS.





# THE HACIENDA

IN ARANDAS, JALISCO, THERE IS A DISTILLERY WITH MORE THAN 80 YEARS OF HISTORY, WHERE TEQUILA IS MADE AS IT USED TO BE: WITH PATIENCE, RESPECT AND TRADITION. THIS IS WHERE AGUSTIN AND ALEJANDRO CAMARENA GREW UP, LEARNING THE VALUE OF DOING THINGS RIGHT FROM THE BEGINNING.

THE HEART OF THE PROCESS IS THE MASONRY OVENS, WHERE THE AGAVE IS SLOWLY COOKED FOR DAYS, RELEASING ALL ITS AROMAS AND NATURAL SUGARS. THEN FERMENTATION TAKES PLACE UNHURRIEDLY, USING A YEAST STARTED BY HIS GRANDFATHER GENERATIONS AGO, WHICH STILL LIVES ON AND GIVES EACH BATCH ITS UNIQUE CHARACTER.

AT THIS DISTILLERY, QUALITY IS NOT AN OPTION, IT IS A HERITAGE. EACH BOTTLE HONORS A HISTORY THAT BEGAN MORE THAN EIGHT DECADES AGO AND LIVES ON IN EACH HANDCRAFTED STEP.



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## CULTIVATION

BLUE WEBER TEQUILANA AGAVE

## AGE OF THE AGAVE

5-6 YEARS

## COOKING

TRADITIONAL MASONRY OVEN

## FERMENTATION

SLOW FERMENTATION / 7 DAYS

## TYPE OF YEAST

FAMILIA CAMARENA

## DISTILLATION

DOUBLE DISTILLATION WITH SELECTIVE CUTS

## MATURATION

9 MONTHS IN AMERICAN WHITE OAK BARRELS

## OXYGENATION

SLOW OXYGENATION FOR ENHANCED SMOOTHNESS

## TASTING NOTES

OAK, FRUITY, SWEET, COOKED AGAVE, BANANA, CARAMEL, HONEY, VANILLA, APPLE AND HAZELNUT





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## COOKING

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SLOW FERMENTATION / 7 DAYS

## TYPE OF YEAST

FAMILIA CAMARENA

## DISTILLATION

DOUBLE DISTILLATION WITH SELECTIVE CUTS

## MATURATION

UNAGED – BOTTLED IMMEDIATELY TO PRESERVE THE PURE AGAVE EXPRESSION

## OXYGENATION

SLOW OXYGENATION TO ROUND OUT THE TEXTURE

## TASTING NOTES

COOKED AGAVE, SWEET, FRUITY, HONEY, CITRUS, HERBAL, APPLE, ANISE, FLORAL, AND CARAMEL



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TRADITIONAL MASONRY OVEN

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SLOW FERMENTATION / 7 DAYS

## TYPE OF YEAST

FAMILIA CAMARENA

## DISTILLATION

DOUBLE DISTILLATION WITH SELECTIVE CUTS

## MATURATION

AGED FOR 9 MONTHS IN AMERICAN WHITE OAK BARRELS  
AND FILTERED TO ACHIEVE CRYSTAL CLEAR CLARITY

## OXYGENATION

SLOW OXYGENATION PROCESS THAT SOFTENS THE FINAL PROFILE

## TASTING NOTES

SWEET, FRUITY, COOKED AGAVE, OAK, HONEY, APPLE, PEAR, BANANA,  
CAMEL, AND VANILLA



# OUR ARTISTS

IN STUDIOS, GALLERIES AND NIGHT SETS, ALTURA DIVINA IS THE LIQUID SIGNATURE OF THOSE WHO DARE TO TELL NEW STORIES.

BECAUSE ART AND TEQUILA SHARE A SECRET: BOTH ARE BORN FROM DETAIL, ARE PERFECTED CALMLY AND ARE REMEMBERED FOR THE EMOTION THEY AWAKEN.

YERI MUA, MEXICAN INFLUENCER AND SINGER WHO WENT VIRAL IN 2018 FOR HER BEAUTY TUTORIALS.



# GOAL

OUR GOAL IN MEXICO IS TO BE  
CLOSE TO EVERY CONSUMER,  
DELIGHTING THEM WITH EVERY  
SIP OF THE DIVINE HIGH.

# SALE POINTS

RESTAURANTS, BARS, DISCOS AND LIQUOR  
STORES



# OUR VISION

THE VISION FOR ALTURA DIVINA IS TO BE MEXICO'S MOST BELOVED TEQUILA BRAND, DELIVERING THE DIVINE IN EVERY BOTTLE. WE ASPIRE TO BE THE CHOICE OF THOSE WHO VALUE THE DETAILS, THE ORIGIN AND THE PRESENT.



# EXPERIMENTA LA ALTURA, PRUEBA LO DIVINO

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[@bastiantequila](#)

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