

TRADE MARK



TEQUILA

TROMBA®

*100% Agave*

LOS ALTOS  
MADE IN MEXICO  
JALISCO

**"I USED TO WORK  
FOR SOME OF THE  
WORLD'S LARGEST TEQUILA  
COMPANIES. ONE DAY I  
DECIDED THAT I WANTED TO  
WORK FOR MY OWN."**

*Marco Cedano*

MAESTRO TEQUILERO  
MASTER DISTILLER | MARCO CEDANO

MADE IN MEXICO  
TEQUILA  
**TROMBA**



Atotonilco, México



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## **THE TROMBA STORY**

*La Tromba* is the name given to the intense rainstorms that rejuvenate the rugged tequila producing highlands of central Mexico each summer. But it's much more than that. It means something big is happening - change is brewing...

Marco Cedano, Tromba founder and Master Distiller took the tequila world by storm when he embarked on a journey to change the way the world sees tequila. As Master Distiller for some of the most established luxury brands, Marco created the first batch of premium 100% agave in 1988, starting the revolution which became the premiumization of Tequila. Yearning for more than a traditional role, this Master of Premium Tequila followed his passion to create his own brand, allowing his exacting standards, precision and 40 years of experience to guide him. Named for the intense rainstorms that rejuvenate the rugged highlands of Jalisco, Tromba captures the essence of his journey - to make a storm, create change.

With the support of 3 passionate tequila lovers, and his son Rodrigo by his side, Master and Apprentice continue the family legacy, connecting people to the highlands of Jalisco and the incredible story of agave. Cultivating a team of expert agave growers, *jimadores*, glass blowers and builders, the Tromba name is established in authentic old world tradition, with new world boldness and a relentless pursuit of excellence. Uniquely Distiller-owned, we are the makers, the doers and the mavericks who strive to take life by storm.

## WHY TROMBA?

### ONE

#### DISTILLER OWNED

Our Master Distiller is not a paid figurehead or slick spokesman.

Our Master Distiller is, and always will be, an owner.

### TWO

#### MODERN CRAFT

Tromba is created by combining Marco's commitment to traditional techniques with Rodrigo's eye towards innovation to create a new legacy.

### THREE

#### WE OWN OUR DISTILLATION PROCESS

Marco & Rodrigo control every step of the production cycle with exact measure and deliberate action.

We produce Tromba in San Agustín, a craft distillery tucked away in the mountains of Los Altos, under the careful watch of our Master Distiller.

Marco's expertise and reputation in the industry is what provides us this opportunity, which is an exception to the rule.

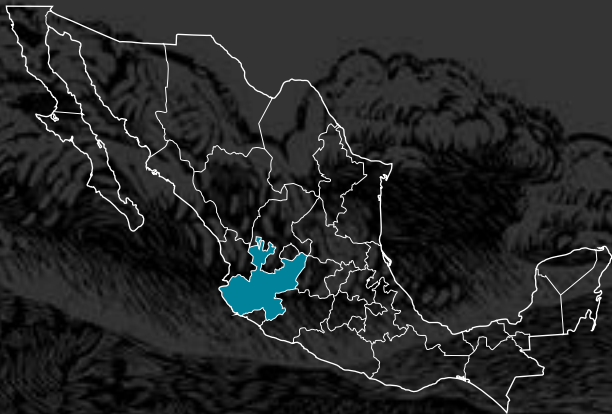
### FOUR

#### WE ARE A FAMILY OF ENTREPRENEURS

We are a team with the dream to change the way drinkers think about tequila.

We are a team who is not afraid to work hard to achieve that dream. This dream and our family grows every day.

## THE REGION



### **Jalisco**

Longitude: 091°28'45.98"

Latitude: N17°55'53"



### **Los Altos**

Longitude: 21°10'N 104°25'O

Latitude: 21.17, -104.41

## LA FAMILIA CEDANO

DO YOU EVER WONDER WHO MAKES YOUR TEQUILA?  
NOT A CELEBRITY FIGUREHEAD OR MARKETING TOOL.  
A MASTER DISTILLER AND HIS SON.

The Cedano family's passion for making great tequila has been passed down from father to son in the highlands of Mexico. Now the two generations of distillers lend their expertise to Tromba's creation. With their deep appreciation for the agave, and the land from which it comes, they are committed to creating a spirit that perfectly marries time-honored tradition with a bold taste of the future.

Marco Cedano, a 40-year veteran of the industry, is a true celebrity in the agave world. An undisputed master, with his son Rodrigo an ardent apprentice. Among all of Mexico's tequila artisans, Marco is a true pioneer - the first master distiller to produce premium 100% agave tequila.

Marco Cedano

MAESTRO TEQUILERO | MARCO CEDANO  
MASTER DISTILLER





No longer satisfied with a career crafting tequila for absentee owners, Marco fulfilled his lifelong dream of forging his own path, as master distiller and founder of Tequila Tromba. Once an engineer, Marco views everything through a scientific lens, he approaches every step of the production and distillation with precise measure.

**There is no detail too small and no process too exacting to find the agave that Marco wants or the flavor that he seeks. The master's legacy is passed down in every deliberate step to Rodrigo, his son, who is an efficiency expert in his father's mold.**

It takes an incredible amount of heart to produce a tequila this memorable. It is a mission that Marco and Rodrigo take very personally.

This gives Tromba a character that is refreshingly lush, floral and sweet, with an edge born of perfectionism and optimism, all resulting in an indomitable spirit.

Today, that spirit begins with Marco and Rodrigo, who are Tromba's production and distilling family.

## **ENVIRONMENTAL RESPONSIBILITY**

Thousands of agave plants are harvested and destroyed each year to create corporate agave farmland. Agave that have lived harmoniously on the land for thousands of years are now at the brink of extinction. With every product sold, Tequila Tromba will plant wild endangered agave. Protected on Tromba land, we are saving endangered agave populations from extinction.



### **Endangered Agave Program**

Creating the Endangered Agave Program (EAP), Tequila Tromba is dedicated to restoring the endangered populations of one of Mexico's most important agricultural gems - the agave!

At Tequila Tromba we take our role as responsible, global citizens very seriously. As we rely on the land, water and ecological health of the Jalisco Highlands to nourish and grow our precious agave, so too must the Highlands rely on us to replenish the land and protect the natural diversity. Creating the Endangered Agave Project in association with Chacolo, Tromba has identified five species of agave that are in most need of protection and repopulation. Through the Endangered Agave Program, these endangered populations will be re-established on donated Tromba land, protected from extinction.



## TASTING NOTES

### BLANCO (100% AGAVE)

Crystal clear with a silver lustre, Tromba Blanco is made from hand-selected agave and lovingly crafted in small batches, resulting in bright, sweet, refreshing tequila. With a clean, viscous finish, this un-aged tequila exudes lively botanical aromas and notes of pepper, mint, and lightly caramelized pineapple.

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#### AROMA

Freshly cut green herbs	Pineapple
Caramelized agave	Freshly baked bread
Pressed agave fibers	Dehydrated fruits
Bread	Red fruits
Brown sugar	Oil citric
Diverse floral and herbal	Lime
Complex floral and herbal	Sugar cane
Light mint and aniseed	

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#### FLAVOR

Caramelized agave	Honey
Freshly cut green herbs	Brown sugar
Complex floral and herbal	





## **TASTING NOTES**

### **REPOSADO (100% AGAVE)**

With a bright gold blush, Tromba Reposado is aged in white oaks barrels for 6-8 months, resulting in a silky, sweet nutty tequila. Expert rich notes of chocolate, caramel and dried red fruits.

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### **AROMA**

Chocolate	Vanilla
Brow sugar	Pressed agave fibers
Diverse floral and herbal	Wood
Caramelized agave	Red fruits
Dehydrated fruits	Cherry syrup
Light mint and aniseed	Pure cacao
Tropical flavors	Lime

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### **FLAVOR**

Wood	Lime
Pure cacao	Caramelized agave
Chocolate	Brown sugar
Walnut	Peanut

## TASTING NOTES

### AÑEJO (100% AGAVE)

A deep gold color, Tromba Añejo is aged in American white oak barrels for 20-24 months and exudes agave flavors rich in complexity. Gentle hints of oak and caramelized agave sweetness paired with rich chocolate, nuts and ripe dried fruit. Expect a sophisticated, complex finish.

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### AROMA

Wood	Red fruits
Vanilla	Chocolate
Caramelized agave	

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### FLAVOR

Caramelized agave	Dehydrated fruits
Wood	Pure cacao
Honey	





## **TASTING NOTES**

### **XA (100% AGAVE)**

Introducing the Tromba XA - the ultimate in tequila sophistication and flavor development. Extra Añejo spends over 36 months aging in American white oak barrels to enhance the richness of the tequila while ensuring a smooth and subtle finish on the palate.

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### **AROMA**

Vanilla	Cherry
Aged wood	Soft florals
Caramelized agave	Fresh citrus

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### **FLAVOR**

Warm wood	Almond
Dried fruit	Peanut
Vanilla	Caramelized agave
Toasted cashew	

## TROMBA AGAVE

Agave *Tequilana Weber*, or blue agave, takes over 7 years of cultivation before harvest. It is subject to varying environmental and agricultural conditions during this period. Soil, climate, rainfall, topography as well as soil treatment, growing space and general maintenance of the agave field all contribute to the unique characteristics of the agave, the resulting terroir, and the flavor profile present in a glass of tequila.



## HIGHLAND AGAVE

Tromba agave is sourced from the *Los Altos* region of Jalisco from independent growers, or *agaveros*, Marco has worked with many of those farmers for close to 4 decades. The red earth of the highlands, specifically around the towns of Atotonilco, Arandas and Ayotlan, typically produces agave that is sweet, citrusy and floral in nature.

## SELECTION PROCESS

Marco and Rodrigo walk the fields with our *agaveros*, where they select the agave row by row, plant by plant. Traditional method to measure the agave's maturity involve visually inspecting the color, shape, and leaves, or *pencas*, of the plant. As a key indicator, the *pencas* show signs of yellow-brown decay at the plants base. This visual inspection also allows Marco and Rodrigo to eliminate any immature or sick plants from selection.

Modern techniques, including a thorough analysis of the soil and sugar content, are also employed in the fields ahead of harvesting the agave.

## THE HARVEST

After reaching an average age of 8 years and weighing around 70-80 lbs (35kgs), our agave is harvested by hand to Marco and Rodrigo's specification. To preserve the quality of the agave, the *piñas* or hearts of the agave must be cut with extreme precision. This process, known as the *jima*, is carried out by specialist tradesmen, or *jimadores*, with a specific tool called a *coa*. The act of the *jima*, will release the *piña* from its base and then shave off the *penca* leaving only the heart of the plant.

The amount of the *penca* left on the *agave* has a great effect on the flavor profile of the tequila. If cut too close to the *piña*, this results in a neutral flavor, lacking the vegetal highland terroir. Whereas if too much of the *penca* remains, the vegetal, botanical flavors become too dominant.

Marco and Rodrigo's method calls for a *jima media*, or medium cut, to strike the perfect balance of highland agave flavor. They have each plant cut into quarters, with the spine, called the *cogollo*, removed, as it contains undesirable flavors.





## **OUR PRODUCTION STORY**

The concept of the “best” tequila is highly subjective, and Tromba would never claim such a title. Something that is not subjective, however is Marco and Rodrigo’s search to create a tequila that they love drinking themselves and sharing with their loved ones.

In a landscape where contract distilled spirits are common, many brands produce quietly with heads hung low, relying on gimmicks and celebrity endorsements to sell their story, Not Tromba. We’re taking the world by storm and challenging tequila lovers to consider where their favorite agave spirits originate.

**“We contract our production facility, not our tequila.”**

This isn’t about paying a third party to make our tequila this is about all-out production takeover!

## **DISTILLERY**

Given that Tromba was launched with meager resources, we never imagined we'd be in a position to own our own production process. After many years of hard work, Marco and Rodrigo are in the process of bringing a dream to reality by designing and building Tromba's own customized distillery.

As part of the process, we have transitioned Tromba's production to the San Agustín Distillery, nestled in the mountains above Tototlán in Los Altos. San Agustín is owned by Ramón Esquivel, who hails from a long line of agave farmers and got his hands dirty building every part of his facility. In Don Ramón Esquivel, Marco and Rodrigo have found a tequilero with a like-minded appetite for innovation, allowing us to test elements of our new production process (with a very similar water source), including installing our new custom designed pot stills, and the freedom to experiment with different techniques and tastes before building other pieces of equipment. This is an integral step in our journey of creating our Tromba Distillery and realizing Marco and Rodrigo's dream.





## **COOKING AGAVE**

Our distillery team uses the traditional stone oven, or *horno* to cook the *piñas*. With a capacity of 27 tonnes, the ovens are heated to a temperature of approximately 204° F (96°C), where the agave is steam cooked for 25 to 30 hours and then left to rest further for a 12 hour period.

The control of the time and temperature of the cooking, and the manner in which the agave is loaded into the oven, is extremely important. The technique ensures that different flavors are developed and retained at different points in the process and dictates whether the sugars of the agave are caramelized evenly in the cooking process.

## **SUGAR EXTRACTIONS**

To ensure optimal flavor, the agave is given ample time to cool and rest following the cooking process so that it is at peak temperature when extraction takes place.

Once ready, the agave is cut into small pieces before passing through a 4-stage roller mill, called a *molino*, to extract the juice. In order to aid extraction, approximately 2.5 liters of purified water is introduced during the milling process for every kilogram of agave.

The resulting juice, called *mosto*, is sampled every 10 minutes to confirm that the acidity, water content and sugar levels are perfect.





## **FERMENTATION**

Thanks to a proprietary yeast strain that Marco developed and crafted to form the Tromba flavor profile, Tromba's character is unlike any other tequila. The fermentation is also seasoned by the elements of *Los Altos* the collection of wild yeast from the fields where we source our agave and the ambient conditions at the distillery both contribute to the distinct terroir of the tequila.

Once the yeast is added, fermentation begins, taking approximately 72 hours at 27-30°C (80°F) degrees. Testing begins after the 48-hour mark and is continued until Marco is satisfied with the fermentation.

Once fermentation is finished, the alcohol level sits at around 5%.

## **DISTILLATION**

Tequila Tromba is double distilled using 6,000L pot stills. Standard industry practice is to separate the heads and tails (the first and last portions of the distilled liquid) during the second round of distillation. Marco, however, chooses to remove the heads and tails after BOTH rounds of distillation. While this comes at a cost to the final production yield, it ensures the highest quality of the finished tequila.

The first distillation runs for 3-4 hours and the second distillation for 5-8 hours. The alcohol percentage after first distillation, known as *ordinario*, is approximately 27%. After the second distillation, the alcohol level is approximately 55%, and is now called tequila. For every 5,000 liters produced, there are 400-500 liters cut from each distillation, resulting in a total of 800-1,000 liters cut from both rounds of distillation.

Sampling takes place at every step of the distillation process. To ensure quality, Marco tastes, smells, and visually inspects the tequila throughout the process, while also performing laboratory tests -- his craft is executed with equal parts science, art, instinct and experience.





## **AGING**

Marco and Rodrigo take special care to ensure that the flavors of the agave which are presented in the Blanco are still present and balanced out with the oak in our aged varietals. We age Tromba in once-used, 200L White American Oak Barrels, which are hand selected by Marco and Rodrigo. The tequila enters the barrels at 42-43 % abv., which is lower than normal practice and ensures a gentle interaction with the wood.

We don't re-char our barrels and so the gentle golden color of our aged tequila is a result of the spirit interacting with the wood.

As with any aged spirit, there is some evaporation, know as the angel's share -- they get 8% of the Reposado and 12% of the Añejo, and the rest goes into the bottle.





### **TOMMY'S MARGARITA**

2 oz Tromba Blanco  
1 oz Fresh Lime Juice  
1/2 oz Agave Nectar

Combine all ingredients in a cocktail shaker and shake with ice.  
Strain over ice in a rocks glass and serve.

### **PERFECT MARGARITA**

2 oz Tromba Blanco  
1 oz Fresh Lime Juice  
1/2 oz Cointreau  
1/2 oz Agave Nectar

Shake all ingredients over ice.  
Strain over fresh ice in a rocks glass.  
Garnish with lime.



### **OLD FASHIONED**

2 oz Tromba Reposado  
1 oz Agave or Simple Syrup  
3 Dashes Bitters

Place ingredients in a Cocktail Yari and stir down over ice until chilled.  
Strain over fresh ice into an Old Fashioned glass.  
Garnish with an orange twist.



### **PALOMA**

2 oz Tromba Blanco  
1 oz Lime  
Top with Grapefruit Soda

Build in highball glass, garnish with a grapefruit or a lime wedge.



### **TROMBA NEGRONI**

1 oz Tromba Reposado  
1 oz Campari  
1 oz Sweet Vermouth

Stir down until well diluted, strain into a rocks glass over a large cube.  
Orange swath to garnish.



### **EL DIABLO**

2 oz Tromba Blanco  
1/2 A Pressed Lime  
2 Dashes of Angostura  
Charged with Ginger Beer

Cube and build. Serve tall in a highball  
Garnish: Raspberry float.



## TROMBA VERDITA

25 oz Pineapple Juice  
Juice of 1 Lime  
1 Bunch of Cilantro  
(Stems & leaves, no roots)  
1 Bunch of Mint  
(Stems & leaves, no roots)  
1/2 a Jalapeño Pepper (to taste)  
Tromba's official Verdita chaser.

Place all ingredients into a blender and blend. Double strain the liquid and bottle.. Keep refrigerated. Serves 25.







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