CASA

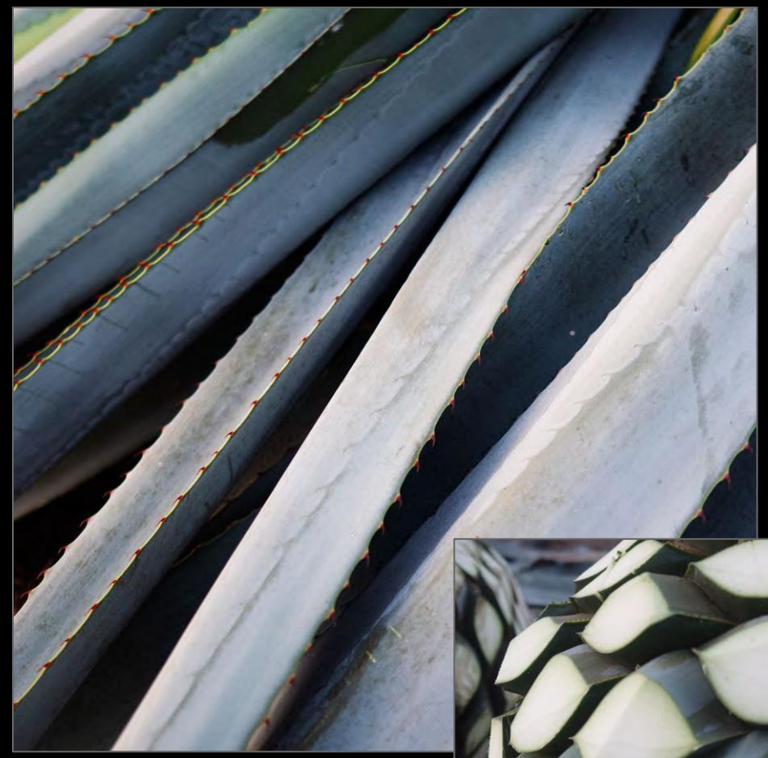
Don Ramón®

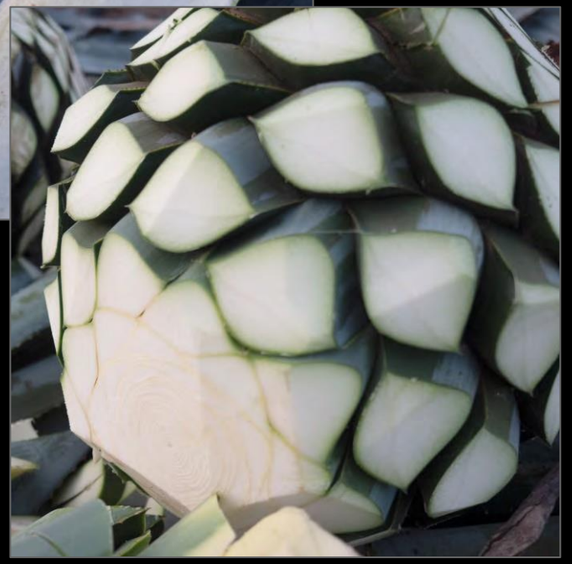


Tequila is a passion, a pride, a heritage.

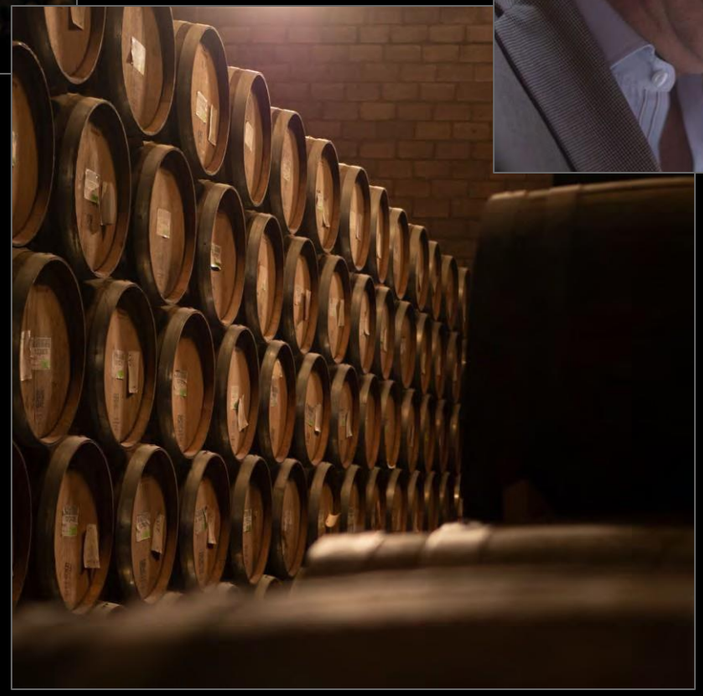
In Mexico, Casa Don Ramón has long been the brand of choice for tequila enthusiasts, with decades of expertise harvesting agave and crafting tequila, we are the respected industry authority. Now we are ready to share our exclusive range of agave spirits with a global audience.

CASA Don Ramón®











CASA
Don Ramón®

THE HISTORY OF CASA DON RAMÓN

1996

Brand founded



1998

Don Ramón trademark registration

CASA Don Ramón®

2000

Bottle redesign with diamond cut brand icon



2005

Represented on national television in Mexico

Televisa



2008

Foundation of Casa Don Ramón increases portfolio of brands and products

CASA Don Ramón®

2013

Start of operations in the USA



2018

The Iidea company acquired Tequila Don Ramón

The Iidea Company
Premium Agave Products

TEQUILA Don Ramón®

2019

Bodegas La Negrita & Don Ramón strategic alliance

TEQUILA Don Ramón® | BLN BODEGAS LA NEGRITA DESDE 1945

CASA Don Ramón®

THE TENETS OF CASA DON RAMÓN



QUALITY

- 100% Blue agave
- Authority in tequila industry
- Expertise
- Maestro Tequilero ensures consistency in flavor
- Artisan spirit backed by science & state of the art facilities



HERITAGE

- The fine art of tequila
- Sipping ritual
- Maestro Tequilero
- The rich culture of Mexico
- Denomination of Origin



PACKAGING

- Swarovski partnership
- Punta Diamante process
- Unique caps across product portfolio



SOCIAL RESPONSIBILITY

- Environmentally efficient & responsible
- Fair labor treatment for jimadores

CASA Don Ramón®

CASA DON RAMÓN PRODUCT PORTFOLIO



TEQUILA DON RAMÓN
LIMITED EDITION COLLECTION



TEQUILA DON RAMÓN
CRISTALINO PLATINIUM COLLECTION



TEQUILA DON RAMÓN
PUNTA DIAMANTE COLLECTION



MEZCAL DON RAMÓN

CASA Don Ramón®

TEQUILA

Don Ramón®

LIMITED EDITION





THE HEIGHT OF HERITAGE, MADE TO BE COVETED.

THE TEQUILA DON RAMÓN LIMITED EDITION COLLECTION

Tequila Don Ramón captivates and delights the world's most discerning palates through the fine art of tequila. The Tequila Don Ramón Limited Edition collection reinterprets nature, with its dazzling crystals, proving irresistible to tequila enthusiasts and collectors alike.

OUR CUSTOMER

The high end collector and Tequila connoisseur committed to sharing a life filled with authentic experiences that evoke long-lasting, treasured moments. For this person, collecting isn't indulgent, it is a way of life.

CASA Don Ramón®



TEQUILA DON RAMÓN
LIMITED EDITION PLATA



TEQUILA DON RAMÓN
LIMITED EDITION AÑEJO



TEQUILA DON RAMÓN
LIMITED EDITION EXTRA AÑEJO

CASA
Don Ramón®



TEQUILA DON RAMÓN LIMITED EDITION PLATA

SECOND EDITION

Tequila Don Ramón Limited Edition Plata is double-distilled for a smooth and brilliant taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this crystal clear spirit can be described as bright, clean, and herbal with delicate notes of agave. A sip reveals a hint of citrus that evolves into a warming minerality.

LIMITED EDITION RUN: 10,000 Bottles
AGAVE: 100% blue agave
DISTILLATION: Double-distilled in steel
COLOR: Clear
AROMA: Bright, clean, and herbal
NOTES: Citrus and minerals
750ml/40% alcohol

CASA Don Ramón®



TEQUILA DON RAMÓN LIMITED EDITION AÑEJO

SECOND EDITION

Tequila Don Ramón Limited Edition Añejo is double-distilled and aged in oak barrels for 12 months resulting in a smooth, bold taste and aromatic profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this complex amber spirit can be described as fresh and woody with elegant notes of dried fruit and cooked agave. A sip reveals minerality bound with the distinct definition of spices, including cinnamon, cloves, and cumin.

LIMITED EDITION RUN: 5,000 Bottles
AGAVE: 100% blue agave
DISTILLATION: 12 months in Oak Barrels
COLOR: Amber
AROMA: Fresh and woody, dried fruit, and cooked agave
NOTES: Minerals, cinnamon, cloves, and cumin
750ml/40% alcohol

CASA Don Ramón®



TEQUILA DON RAMÓN
LIMITED EDITION EXTRA AÑEJO

SECOND EDITION

Tequila Don Ramón Limited Edition Extra Añejo is double-distilled and aged in oak barrels for three years resulting in an exquisitely smooth, complex taste and
robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this copper toned elixir embodies the absolute art
of fine tequila. A sip reveals a robust body expressed through mature aromatics including berries, cherry and wood notes, with an elegant pepper finish.

LIMITED EDITION RUN: 5,000 Bottles
AGAVE: 100% blue agave
DISTILLATION: 3 years in Oak Barrels
COLOR: Copper
AROMA: Nuts
NOTES: Berries, cherry, wood, and pepper
750ml/40% alcohol

CASA Don Ramón®

TEQUILA

Don Ramón®

THE PUNTA DIAMANTE COLLECTION

TEQUILA DON RAMÓN PUNTA DIAMANTE COLLECTION



DRINK TEQUILA LIKE A LOCAL.

PUNTA DIAMANTE COLLECTION
An homage to Mexico, Tequila Don Ramón is the only tequila you need to know. How will you make it yours?

OUR CUSTOMER
The tequila curious drinker open to mixing a new cocktail but not yet committed to the art of sipping.

CASA Don Ramón®



TEQUILA DON RAMÓN
PUNTA DIAMANTE SILVER



TEQUILA DON RAMÓN
PUNTA DIAMANTE REPOSADO



TEQUILA DON RAMÓN
PUNTA DIAMANTE AÑEJO

CASA
Don Ramón®



TEQUILA DON RAMÓN
PUNTA DIAMANTE PLATA

Tequila Don Ramón Punta Diamante Silver is double distilled for a smooth and clean taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this clear spirit can be described as bright, fresh, and floral. Selectively harvesting mature agave and the extra step of pressing the agave prior to cooking, results in a pronounced herbaceous flavor. A sip reveals a hint of sweetness that evolves into a warming minerality.

AGAVE: **100% Blue agave**
DISTILLATION: **Doubl-edistilled in steel**
COLOR: **Clear**
AROMA: **Bright, floral, herbal and raw agave**
NOTES: **Floral, herbal and raw agave**
750ml/40% alcohol

CASA
Don Ramón®



TEQUILA DON RAMÓN
PUNTA DIAMANTE REPOSADO

Tequila Don Ramón Punta Diamante Reposado is double distilled and rested in white oak, resulting in a smooth, subtle taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this golden spirit can be described spiced and herbaceous with an essence of caramel pulled from the barrel. The aging process allows the spirit to mellow and take on a deep and complex character. A sip reveals an enticing body with a balanced herbal and citrus finish.

AGAVE: **100% Blue agave**
AGED: **Rested in white oak**
COLOR: **Golden**
AROMA: **Bright, floral, herbal, subtle vanilla and chocolate**
NOTES: **Citrus, cooked agave, and herbs**
750ml/40% alcohol

CASA
Don Ramón®



TEQUILA DON RAMÓN
PUNTA DIAMANTE AÑEJO

Tequila Don Ramón Punta Diamante Añejo is double distilled and aged in American oak barrels for 12 months, resulting in a smooth, richer taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this amber spirit can be described as buttery, aromatic and well defined. A sip reveals a meritage of citrus and peach, while the long rest awakens the deeper notes of wood and vanilla.

AGAVE: **100% blue agave**
DISTILLATION: **12 months in American Oak Barrels**
COLOR: **Amber**
AROMA: **Citrus, wood, and vanilla**
NOTES: **Citrus, peach, plum, clove and pepper**
750ml/40% alcohol

CASA Don Ramón®

TEQUILA

Don Ramón®

THE CRISTALINO PLATINIUM COLLECTION

TEQUILA DON RAMÓN CRISTALINO PLATINUM COLLECTION - US



SET THE BAR.
AT HOME.

CRISTALINO PLATINIUM COLLECTION
Guaranteed to impress.

The cristalino filtration process, a modern approach to time honored practice of distillation removes the liquids color and piquancy. This results in an exquisitely smooth taste, and long finish calling for eas-y sipping.

THE CONSUMER
The gracious host ready to please with a bar cart outfitted with all the usual, top shelf suspects tequila, vodka, gin and whisky.

CASA Don Ramón®

TEQUILA DON RAMÓN CRISTALINO PLATINUM COLLECTION - INTL



GUARANTEED TO IMPRESS

CRISTALINO PLATINIUM COLLECTION

Guaranteed to impress.

The cristalino filtration process, a modern approach to time honored practice of distillation removes the liquids color and piquancy. This results in an exquisitely smooth taste, and long finish calling for eas-ysipping or distinguished cocktails.
This is a must have tequila for entertaining at home.

THE CONSUMER

The gracious host ready to please with a bar cart outfitted with all the usual, top shelf suspect-stequila, vodka, gin and whisky.

CASA Don Ramón®



TEQUILA DON RAMÓN
PLATINIUM PLATA



TEQUILA DON RAMÓN
PLATINIUM REPOSADO CRISTALINO



TEQUILA DON RAMÓN
PLATINIUM AÑEJO CRISTALINO

CASA
Don Ramón®



TEQUILA DON RAMÓN PLATINIUM PLATA

Tequila Don Ramón Platinium Plata is double-distilled for a smooth and brilliant taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this clear spirit can be described as bright, citrus, with notes of agave. Selectively harvesting the Agave Anovillado, at the exact point of maturity before the quiote (flower) is formed reveals the inherent purity of the plata. A sip reveals a hint of sweetness that evolves into a warming minerality.

AGAVE: 100% blue agave
DISTILLATION: Double-distilled in steel
COLOR: Cristalino Clear
AROMA: Fresh, citrus, and agave
NOTES: Cooked agave and fruit
750ml/40% alcohol

CASA Don Ramón®



TEQUILA DON RAMÓN CRISTALINO PLATINIUM REPOSADO

Tequila Don Ramón Cristalino Platinium Reposado is double-distilled and rested in American and French oak, resulting in a smooth, delicate taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this cristalino clear spirit can be described as soft, medium bodied, and woody with complex gourmand notes. The aging process allows the spirit to mellow, taking on a deep and complex character, with a balanced herbal and citrus finish.

After maturation in oak, a complex filtration process removes the liquids golden color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy-sipping.

AGAVE: 100% blue agave
DISTILLATION: Rested in American and French Oak
COLOR: Cristalino Clear
AROMA: Wood, spices, chocolate, cinnamon and soft vanilla
NOTES: Citrus, nuts and vanilla
750ml/40% alcohol

CASA Don Ramón®



TEQUILA DON RAMÓN CRISTALINO PLATINIUM AÑEJO

Tequila Don Ramón Cristalino Platinium Añejo is double-distilled and aged in American oak barrels for 12 months. Further time spent with a proprietary finishing method, results in a smooth, richer taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this cristalino clear spirit can be described as buttery, aromatic and well-defined. A sip reveals a meritage of spices and wood, while the long rest awakens the deeper notes of nuts and vanilla.

After maturation in oak, a complex filtration process removes the liquids amber color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy-sipping.

AGAVE: 100% blue agave
DISTILLATION: 12 months in American and French Oak Barrels
COLOR: Cristalino Clear
AROMA: Wood and spices
NOTES: Nuts, vanilla, cacao and cinnamon
750ml/40% alcohol

CASA Don Ramón®

MEZCAL DON RAMÓN

CASA
Don Ramón®

GIVE IN.
TRUST YOUR INSTINCTS.

MEZCAL

When the sun sets, anything can happen. Mezcal is an experience, an essential part of Mexican culture. It is crafted to the highest standards by the people who know it best. Mezcal Don Ramón brings taste and quality together in one sip.

OUR CUSTOMER

The mezcal drinker doesn't follow. They stand out from the crowd and is often found heading down the path less taken.



CASA Don Ramón®



MEZCAL JOVEN

Mezcal Don Ramón Joven is a transcendent expression of this category of hand-made spirits. Made from 100% Salmiana Agave from Zacatecas, Mexico that has been matured for 8-10 years, this clear spirit embodies the earthen smokiness of mezcal. A sip delights the palette with an awakening, yet balanced aroma of herbs, florals, and fresh citrus layered with a subtle fruity finish brought forth by the agave. For each Salmiana Agave harvested, Casa Don Ramón plants two more of the species in its place.

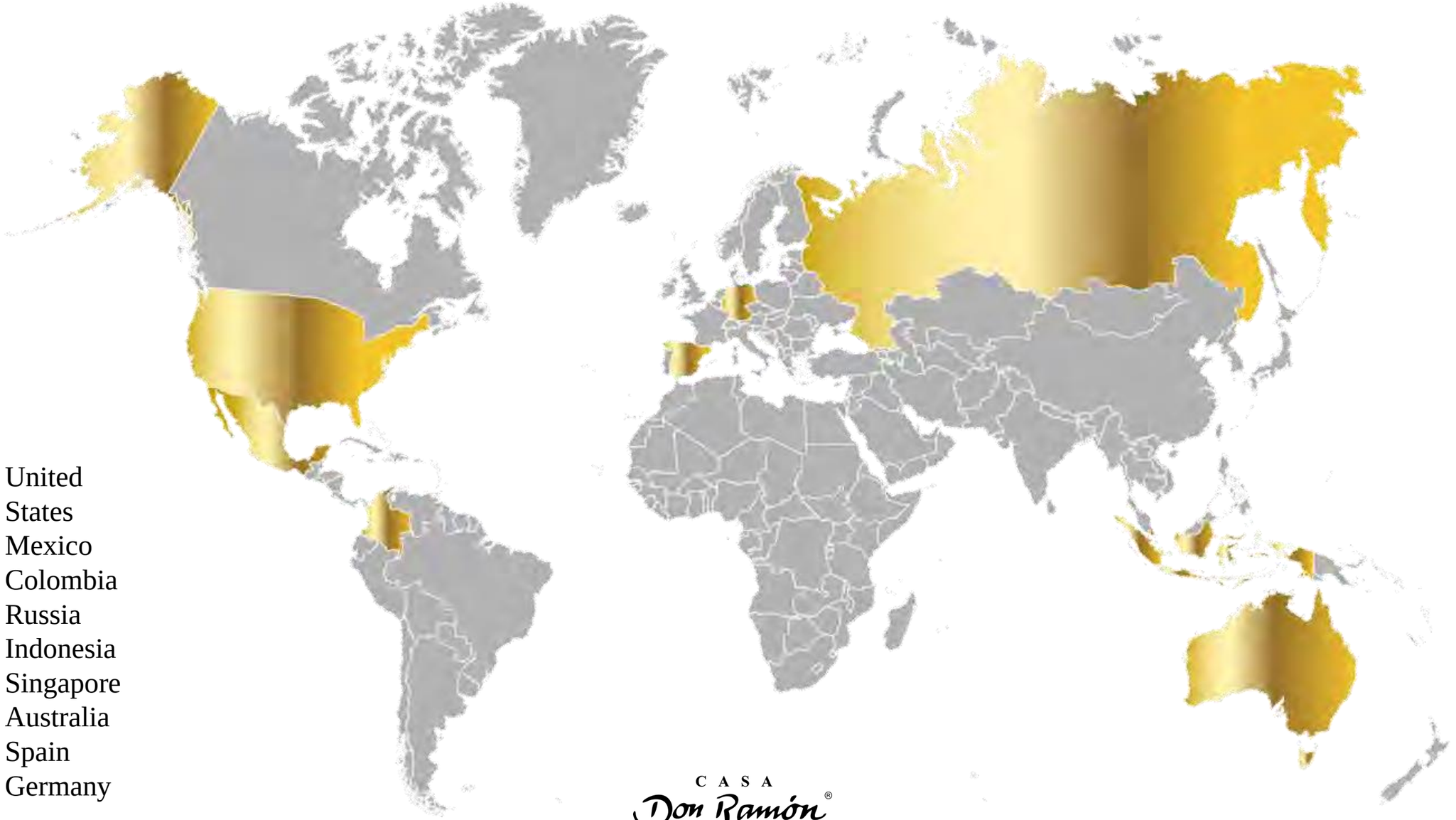
AGAVE: 100% Salmiana agave
DISTILLATION: Double-distilled in pot still
COLOR: Clear
AROMA: Smoke, citrus, and florals
NOTES: Herbal, subtly fruity and smokey
750ml/40% alcohol

CASA Don Ramón®

DISTRIBUTION

CASA Don Ramón®

CASA DON RAMÓN PORTFOLIO CURRENT INTERNATIONAL DISTRIBUTION



- United States
- Mexico
- Colombia
- Russia
- Indonesia
- Singapore
- Australia
- Spain
- Germany

CASA Don Ramón®

CASA

Don Ramón®

Drink responsibly.