

# Fortaleza Tequila now available in SA

Cape Town-based premium spirits company, Truman & Orange, has brought Fortaleza Tequila to South African shelves.



Fortaleza is a small-batch, hand crafted, 100% agave tequila that comes from the town of Tequila, Jalisco, Mexico. The small family-owned distillery, located on the slopes of an extinct volcano amongst maturing blue agave plants, is where 5th generation tequila maker, Guillermo Erickson Sauza, makes tequila using the same production methods employed by his forefathers.

According to the brand, the use of old-world machinery, tradition and practices allow consumers to experience what tequila tasted like 150 years ago – without the technology and processes of the modern era. The tequila is described as having a signature citrus and vanilla flavour, long rich finish and oily mouth-feel. It's designed to be enjoyed neat, on the rocks or used in a Fortaleza Margarita or Paloma.

Rowan Leibbrandt from Truman & Orange explains, “We’re starting to see huge interest from South African drinkers in premium spirits, and high-quality tequila in general. South Africa is a large tequila market, but to most South Africans tequila meant low-quality mixtos that gave you a nasty headache at university. That is changing as South Africans are starting to demand 100% agave tequilas of the same high quality of cognacs and single malts that they’re enjoying. And this is being supported by a wave of exciting new up-market restaurants exposing South Africans to Mexican cuisine.”

## Premium tequila in three variants:

Fortaleza Blanco is double distilled in the copper pot stills and has earthy aromas of baked agave, backed with notes of dried berries and citrus. It comes in a hand-blown individually numbered bottle and retails at approx. R750 per bottle.

Fortaleza Reposado is aged for up to six months in American Whiskey barrels. It starts with aromas of raisins, figs, roasted nuts, caramelized agave, honey, delicate earth and soft cinnamon. Flavours of dried fruit lead to agave, toasted wood, baking spice and minerals and finishes with lingering spice. It retails at approx. R1,000 per bottle.

Fortaleza Añejo is aged for up to 1.5 to 2 years and is a mid to rich gold in colour with the nose of caramel, cinnamon, honey, and nutmeg. The signature mouth-feel of the Fortaleza tequilas is found here, as well as flavours ranging from soft agave honey to newly turned soil with wood sugars and spice throughout. The finish is of bracing minerals and hints of baked agave. Fortaleza Añejo retails at approx. R1,300 per bottle.

The Fortaleza Tequila collection is available at selected premium liquor stores around the country.

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