



CLASE AZUL®



TEQUILA

JALISCO  
200

EDICIÓN LIMITADA



200 AÑOS LIBRES Y SOBERANOS





This is a landmark piece which, through its ceramic body and exquisite spirit alike, seeks to enshrine the emblematic beauty of the treasures found in the state of Jalisco.

Clase Azul México proudly cherishes its roots. This piece is an ode to the land that saw us come into existence. To share this creation with you is to share our very essence; our history, our culture and our most honored traditions.

This piece is also an invitation, a heartfelt call to celebrate two centuries of cultural expressions so rich and unique that they have captivated the whole of Mexico and the world.

To Jalisco, our home and our inspiration.





## JALISCO

In Western Mexico, nestled between coniferous forests, oceanic vistas, sloping hills, towering mountain ranges and vast agave landscapes, lies the extraordinary state of Jalisco.

To speak of Jalisco is to speak of the richest aspects of Mexican identity. After two centuries of history, tradition, culture and art, Jalisco has become a preeminent reference of what it means to be Mexican worldwide. As the birthplace of renowned earthenware and folkloric emblems such as mariachi music, charrería and tequila, Jalisco has long been a wellspring of our country's national heritage.

For Clase Azul México, Jalisco is also our origin. Our roots extend through the depths of its soil; it's the land that saw us come into existence, infusing us with its singular character and inspiring us through the myriad of its cultural expressions as well as the creativity of its people.





## 200 YEARS OF TRADITION

2023 marks two centuries since Jalisco's founding as a free and sovereign Mexican state, whose accession was declared on June 16, 1823.

Before this, the territory that now comprises Jalisco existed as the New Kingdom of Galicia for over two centuries, and later as the Intendancy of Guadalajara until its incorporation as a state under the name of Jalisco, "land of sandbanks" (from Nahuatl *Xālixco*, a compound of *xālli* "sand" and *ixtli* "surface").

This limited edition was created to commemorate 200 years of this wonderful land and honor its cultural, historical and natural treasures which have made Jalisco one of Mexico's most emblematic states.





## BIRTHPLACE OF TEQUILA

Distilled beverages made from the juice extracted from core of the agave plant began to be produced in the New Kingdom of Galicia with the introduction of European distillation techniques in the second half of the 16th century. Since its production involved, as it does to this day, cooking agave cores in masonry-lined ovens, the beverage came to be known as *mezcal*, from the Nahuatl term *mexcalli* (“cooked agave,” and later, “agave liquor”).

Regional adjustments to the way this distilled beverage was made, especially the shift from using open-air earth ovens to elevated masonry ovens, led the distillate produced around the village of Tequila to acquire a distinctive character toward the end of the 18th century. This singular spirit came to be known as *mezcal de Tequila* (“mezcal from Tequila”), later shortened to *tequila*.





The production of tequila began to be regulated during the 1940s, and its global popularity grew suddenly with the end of World War II and after the success of the 1968 Summer Olympics in Mexico City, which resulted in the production of imitation agave-based distillates abroad.

To protect the integrity and distinctiveness of tequila, the Mexican government decreed an official appellation of origin (Denominación de Origen) for tequila in 1974, a designation which was itself recognized by the World Intellectual Property Organization in 1978. These measures restricted the production of tequila proper to the state of Jalisco and some of its surrounding regions as well as codified in detail the way it was to be produced.





## AGAVE LANDSCAPE

The vast fields of blue agave that extend across the valleys of Jalisco are striking for the beautiful contrast between the rows of agave and the red color of the earth as they extend toward the horizon.

The cultivation of agave is an intrinsic element of Jalisco's identity and industry. Agave landscapes establish a tangible link between Mesoamerican culture and the present day, as well as with the agricultural practices of the 16th century, when the first agave haciendas were established along with settlements dedicated to distilling the juice of the plant.

For its cultural, historical, architectural and anthropological value, Tequila's vast agave landscape which includes long-standing industrial facilities was declared a UNESCO World Heritage Site in 2008 (one of 35 such sites in Mexico, and the second in Jalisco after the selection of the 18th-century Hospicio Cabañas in 1997).



## BIRTHPLACE OF CERAMICS

The art and technique of creating diverse objects from clay has been commonplace in what is today Jalisco since time immemorial, when its first inhabitants used one of the landscape's most readily available resources, the earth itself, to shape precious ritual and utilitarian objects.

The state of Jalisco is a region rich in ceramic treasures, and it stands out among other Mexican states as the birthplace of ceramic and pottery traditions.



The communities of Tonalá and Tlaquepaque are widely recognized for the quality of their pieces and the skill of their artisans, who from generation to generation have preserved knowledge such as how to transform local varieties of clay into traditional expressions of earthenware.

Among these are the ocher-and-sepia-colored jugs and pitchers of *barro canelo*; the tricolor figurines, jars and decorative amphoras of *barro bandera*, one of the state's oldest techniques; the precisely detailed animal, floral and folkloric designs of *barro petatillo*; the resinous, zoomorphic pieces of *barro betus* and the incredibly diverse forms and applications of *barro bruñido*.





## MEXICAN FOLKLORE

Cultural encounters in Jalisco had a profound impact on the artistic and popular expressions of the state. One of its greatest icons, mariachi music, was born from the coming together of European and indigenous Mexican elements.

This traditional genre of music, with its unmistakable rhythmic sequences, varied instrumentation and time-honored rituals steadily grew in popularity from its inception to its consecration as a universal symbol of Mexican identity, a value reflected in its recognition as part of the Intangible Cultural Heritage of Humanity by UNESCO in 2011.



For its part, Jalisco's countryside, due to the breadth of its fertile fields, has been home to a thriving cattle industry for almost 500 years. In fact, it was within the rural communities dedicated to raising livestock that Jalisco's most emblematic traditions were born.

The fairs and gatherings organized for the exhibition of cattle, many times grandiose celebrations lasting several days, featured local delicacies, euphoriant beverages like pulque and tequila and, at their high point, displays of equestrian skill known today as jaripeo.



Foremost among the protagonists of these events were charros, experts in roping, herding and riding the region's energetic cattle.

This male figure, whose attire was characterized by an overt sense of drama, romanticism and keen attention to detail, has become a symbol of Mexican culture on the world stage and has positioned Jalisco as the state that gave rise to this tradition.

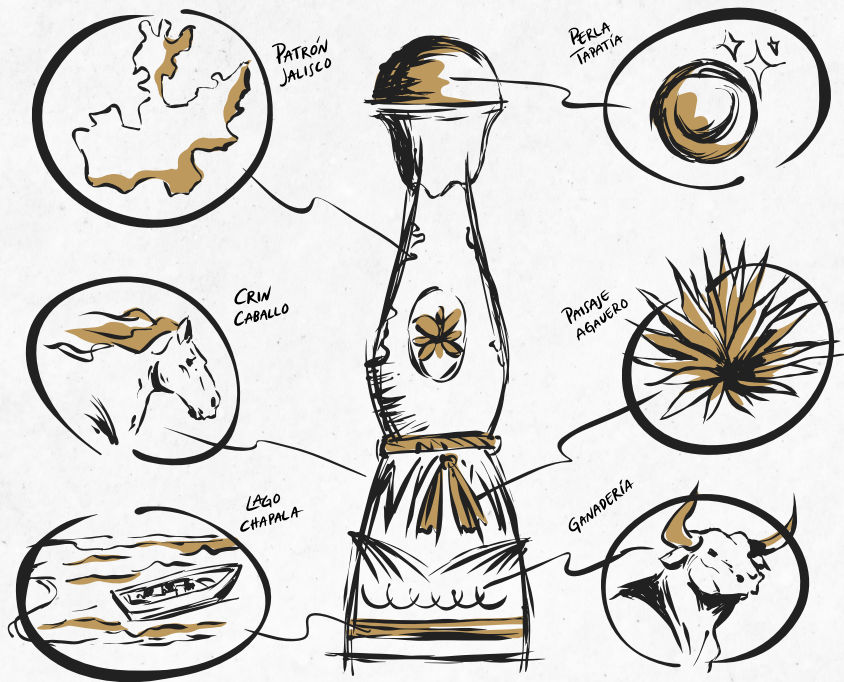


## DECANTER

This unique decanter, created to celebrate 200 years since the state of Jalisco's founding, seeks to honor and embody the legacy of this wondrous land's centuries-old traditions.

With this purpose, we've adorned our iconic decanter with symbolic decorative elements that unite and bring to the fore the historical, cultural and natural treasures that distinguish Jalisco as one of Mexico's most emblematic regions on a global scale.







## DECANTER

This decanter has been decorated with an agave-green enamel finish with delicate flecks of earthy and bluish tones which branches out into leaves as it approaches the raw ceramic of the base.

The waist of the decanter, adorned with a cord of handwoven horsehair, gives way to a series of highly stylized motifs: blue lines that converge toward the horizon, intertwining semicircular brown brushstrokes and two rings of sky blue that encompass the base of the piece. These represent emblems of Jalisco like the cultivation of agave, the raising of cattle and the waters of Lake Chapala, respectively.

A cascade of silhouettes in the shape of Jalisco run down along either side of the decanter—a reference to the embroidery found in the state's traditional garments—while the iridescent finish of the cap alludes to “La Perla Tapatía” the nickname given to Jalisco's capital city, Guadalajara, for its beauty and favorable climate.



CLASE AZUL MÉXICO



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## TEQUILA

For this limited edition, our Master Distiller has created a one-of-a-kind extra añejo tequila aged over a symbolic period of 200 weeks in a single cask of American oak.



Somos  
**Jalisco** 200 años  
Libres y Soberanos



For further information about this or others  
Limited Editions please contact us at

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