

## FOR IMMEDIATE RELEASE

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**Mamalón** Tequila  
**GOLD** Medal Winner  
**2013 Francisco World  
Spirits Competition**

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## Angel's Spirits Imports announces new California distribution for premium top-shelf Tequila Brands.

**September 30 – Weslaco, TX** – Angel's Spirits Imports and Pale Horse Imports have agreed to supply a new top-shelf 100% Agave Tequila, **Mamalón Tequila** in California. A new retail outlet for Mamalón Tequila is Holiday Wine Cellar in Escondido, CA. Holiday Wine Cellar also has an extensive online store with the ability to sell and ship Mamalón Tequila to 47 states in the USA.

Mamalón Tequila is:

- 100% Blue Agave
- Ultra Premium Tequila
- Triple Distilled
- Fermentation process is 100% natural
- Made from 8 to 10 year old Blue Agave plants
- Manufactured by one of the largest distillers in Mexico with more than 50 years experience
- Bottle top doubles for a perfect 50ml shot of Mamalón that can be either immediately enjoyed, or gifted to your friends.
- A pure Agave flavor that experts call the smoothest available — “Ultra Smoooooth” —

Mamalón Silver Tequila is triple distilled, resulting in a tequila that is ultra pure, uniquely full of agave flavor, and is described as “Ultra Smoooooth.”

Tequila is made by distilling the fermented juice of agave plants harvested in Mexico. The agave is a spiky-leafed member of the lily family (it is not a cactus) and is related to the century plant. By Mexican law the agave spirit called Tequila can be made only from one particular type of agave, the Blue Weber Agave (Agave Tequiliana Weber), and can be produced only in specifically designated geographic areas, in the state of Jalisco in west-central Mexico.

All superior tequila starts with only the best "Silver" or "Blanco." Mamalón Silver is simply in a class all by itself, it is the perfect Blanco. Mamalón Silver Tequila begins as carefully selected mature Blue Agave plants, which have met our strict requirements for water and sugar content.

In order to produce the smooth, robust agave flavor, Mamalón Silver is made with traditional methods. The rich agave pinas are slow-cooked in stone ovens. After the perfect cooking time, we extract the sweet nectar from only the core and hearts of the agaves.

The fermentation process is 100% natural, ensuring the tequila is influenced by the unique outside ensemble of the agave, fruit trees, and other plants that surround the hacienda. Mamalón is then distilled in stills lined with copper three times to produce that “Ultra Smoooooth” rich Agave flavor.

Triple distillation provides Mamalón an extremely robust Agave flavor, with just the right amount of warm mouth feel, as it passes over the tongue and down the throat.

### **About Angel's Spirits Imports**

Angel's Spirits Imports is located in Weslaco, TX and was formed with the goal of first importing brands that we own. Over the last couple of years we became a US TTB Importer and have received TTB COLA approvals for our current brands of top-shelf tequila, Mamalon and Amor Eterno. We are currently working on several liqueurs (Coffee, Orange, & Almond) to receive the necessary TTB approvals to import from Mexico. We are always looking to expand our brands and will do so in the near future with some exciting new products.

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### **About Holiday Wine Cellar**

Holiday Wine Cellar, our landmark store in Escondido, California is family-owned and has been open since 1965. Our extensive selection of exquisite wines, craft beers and exceptional spirits are available in our store and on our website for your convenience.

Holiday Wine Cellar specializes in collectable Napa Valley wine, French wine, vintage Port and more. On the craft beer side, we have a large selection of IPA's and sour beers in addition to San Diego craft beer and West Coast craft beer. Our specialty in spirits includes Tequila, Mezcal, Bourbon Whiskey, Scotch Whisky, Cognacs and Liqueurs. We also build custom Gift Baskets for any occasion, including corporate gifting and holiday gifts.

Our catalog is easy to navigate, so you can find the French Red Wine, India Pale Ale, Scotch Whiskey or Tequila you want instantly. Our wine baskets make perfect gifts for the holidays or any occasion. When you have selected the products you need, it is easy to order wine online through our secure server. We process orders as soon as they are received so your order will arrive on time and in excellent condition.

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### **About Pale Horse Imports**

PALE HORSE IMPORTS was started in 1997 with the goal of presenting to the marketplace quality, sipping, 100% agave tequilas imported directly from Mexico. We search out delicious tequilas in interesting packages to fulfill our niche in the industry.

We distribute many brands of tequilas and other liquors throughout California, purchasing them from other importers from around the country. Products that we import exclusively to the USA, we distribute ourselves in California, and have distribution help in various other states.

We plan on diversifying our portfolios as our company rapidly grows. Sales of tequila continue to increase as consumers and collectors learn about quality products available, thus we look forward to the future when we have the whole country drinking great tequilas!

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