HISTORY

Cabo Wabo Tequila was brought to life in 1996 on the back roads of Guadalajara, **Mexico**. After what seemed like eons of time searching for a tequila of good enough quality to serve at the Cantina and call his own, **Sammy Hagar linked with a small Mexican Tequila maker that had been in operation since 1937**. A stickler for authenticity and hand-crafted quality, award-winning Cabo Wabo is made from 100% Weber Blue Agave and comes in three core marques including Blanco, Reposado, and Añejo; along with the ultra-luxury Cabo Uno. It is acknowledged as one of the finest tequilas in the world. Although some of the players have changed since the birth and rise of Cabo Wabo Tequila, it continues to be grown and hand made by a well-established tequila family with deep roots in the tequila fields of Jalisco. **In May 2007**, **Gruppo Campari** announced the **acquisition** of a majority interest in Cabo Wabo Tequila.

The **award winning Cabo Wabo Tequila** shines with smooth, authentic flavor and unique personality; it is created with respect of the **long-standing tequila traditions** that made it the drink of choice of the wise and venerated mystics of Mexico. No shortcuts are taken in making Cabo Wabo, unlike other brands which legally mix up to 49% of fillers and still call their product "tequila".

Cabo Wabo Tequila is nothing less than 100% pure Blue Weber Agave.
Cabo Wabo Blanco (White) No aging, direct from distillation.
Cabo Wabo Reposado (Rested) Aged in oak barrels from 3 to 12 months.
Cabo Wabo Anejo (Aged) Aged from 1 year to 5 years in oak barrels.
Cabo Uno Ultra Luxury Aged for 3 years

KEY BRAND FACTS

- Cabo Wabo Tequila is super premium, hand crafted award-winning 100% Weber Blue Agave Tequila
- Cabo Wabo Tequila was introduced nearly 15 years ago to complement the celebratory spirit of the Cabo Wabo Cantina in Cabo San Lucas, Mexico
- Founded by Rock and Roll Hall of Fame Sammy Hagar, former front man of Van Halen

Top Markets (Volumes as of 2010):
USA, Mexico.

Enjoy responsibly