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Product Placement Overview el Jimador



el Jimador is a premium, authentic tequila from Casa Herradura, est. 1870 that captures the spirit of real tequila. Since its introduction, el Jimador has become the #1 selling tequila in Mexico because of its quality, accessibility and great value... el Jimador, 100% Agave 100% Value.

Made from 100% blue agave and estate bottled, el Jimador borrows its name from the experienced farmer who cultivates the blue agave that is the foundation of el Jimador tequila. His knowledge and passion are key to the production process of creating the exceptionally smooth and balanced taste of el Jimador.

For more information visit: www.elJimador.com



There are three offerings by el Jimador: Añejo, Reposado and Blanco

