

# Feliciano Vivanco y Asociados

## Wonderful aromas from the beginning

We have been searching for a good tequila "mixto" for almost two years; a tequila of such high quality that it could almost be mistaken for a tequila 100 % agave. It hasn't been easy, but during one of our travels in Mexico we hit the jackpot when we got introduced to Feliciano Vivanco and his products. At first we met his son Sergio who had brought a bottle of their Super Premium tequila "Buscadores". One sniff of it was all it took for us and to realize that we had stumbled upon a very good tequila producer, and the rest of their products continued to surprise us. We were happy to find that Feliciano Vivanco y Asociados quality pervaded the whole line of products, from Good Value to Super Premium.

## High quality agave cultivators

Sergio is marketing manager at Feliciano Vivanco y Asociados and is, unlike other proud tequileros, not the slightest bit boastful. At our first visit at the distillery we were greeted by Sergio, his brother and the founder of the company, their father Feliciano Vivanco Fonseca. Feliciano is a fourth generation agavero (agave cultivator) and has spent all his life nursing the plants in his fields with great concern. Rumour has it that the Orendain family used to pay more for agave from Feliciano as it gave more sugar than other agave when cooked.



*The entrance to El Ranchito in Arandas*

## A company with a long history

The distillery El Ranchito was founded in 1994 and is located by the entrance of the town Arandas in Los Altos. The history of the company stretches all the way back to the Christian revolution in 1919 – 1929 when the Mexican president separated the church from the state (although it caused a public outcry). At the

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time Feliciano Vivanco's grandfather (also named Feliciano Vivanco) and his brother were working at the agave fields. Sergio told the story of when Feliciano(sr.)'s brother who was very religious as most people in Los Altos, instead of minding the fields, one day arranged a raid aimed at the local police station. The mission was to free the horses of the police station but unfortunately it failed, instead he was killed by a machine gun and came to be a local martyr.

## A well educated family

For four generations the Vivanco family managed to maintain the high quality of their agave. But as times were changing Feliciano jr. wanted his children to (unlike the previous Vivanco generations) study and now all five of his sons each have a university degree. This turned out to be an unexpected success for the family as the brothers all got different degrees and reunited in the family's first distillery "El Ranchito". One of the brothers got an industrial engineer degree and has been the architect or assistant architect behind many of Mexico's bigger distilleries such as Centinela, Don Nacho, Casa Noble and Patrón.



*Feliciano Vivanco's alambiques are made from copper.*

## A great concern for the agave plants

The family owns over 800 hectare of land in the mountainside of Los Altos. Feliciano, now 84 years old, still goes out to the fields once a week to overlook the plantations and what needs to be done. "Great tequila comes from letting the plants know that I care about them" he says, smiling. The tequila produced at El Ranchito is of exceptionally high quality and the men behind it are unnecessarily humble about it.

## Fermenting to tones of Beethoven

Though it is a pretty small distillery, they have the capacity to produce about 20 000 litres per month. The agave is cooked in large brick ovens heated with steam and the agave juice is left to ferment in big copper tanks to the soothing sound of Beethoven. Feliciano Vivanco & Asociados use Jack Daniel's and French limousine barrels for ageing their tequila.

## Our products from Feliciano Vivanco y Asociados

### GOOD VALUE

Viva México Tequila Blanco (product sheet is attached)

Viva México Tequila Reposado (product sheet is attached)

### PREMIUM

Viva México Tequila Blanco 100 % Agave (product sheet is attached)

Viva México Tequila Reposado 100 % Agave (product sheet is attached)

Viva México Tequila Añejo 100 % Agave (product sheet is attached)

### SUPER PREMIUM

Buscadores Tequila Reposado 100 % Agave

Buscadores Tequila Añejo 100 % Agave

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