



ROOSTER ROJO AHUMADO TEQUILA

Smooth and Smoky and Fruity and Spicy Come Together in this Hybrid between Tequila and Mezcal

Written By Allison Levine



For hundreds of years, the rooster has been a part of the national identity of Mexican culture. The rooster is a sign of the sun, and it signifies luck, courage, heroism, cultural pride. The Red Rooster, which is thought to live in the Tequila volcano, is the King of the Roosters and the inspiration behind the tequila brand Rooster Rojo. And, just as the rooster is the first one out of the coop in the morning, Rooster Rojo is a pioneering brand that is leading the way with regards to innovations including the new Rooster Rojo Ahumado Tequila coming in the Summer of 2022.



Arturo Fuentes



Rooster Rojo is produced at the Fabrica de Tequila Finos, a distillery in the city of Tequila in the Jalisco state of Mexico. Located at the foot of the Volcán de Tequila (Tequila Volcano), the distillery is in an old colonial building dating from 1923. Opened in 2000, Fabrica de Tequila Finos is a small but very capable tequila distillery. Owning their own agave fields, they can fully control the entire tequila production process.

Since launching in 2017, Rooster Rojo has strived to be the best. Handcrafted in small batches and using 100 percent Blue Weber Agave, Rooster Rojo is the first tequila in the world to blend with volcanic water which has been filtered through Mexican silver. The carefully selected piñas are cut into two, instead of being sectioned, giving more fruit flavor and natural sweetness to the tequila. These halved piñas are then cooked for a period of 10 hours instead of the usual 8, as it takes more time due to the size of the piñas selected. After the cooking, the piñas rest for 5 hours before the grinding and milling process begins. After the agave has been cooked and milled, the juice (aguamiel) and agave fibers are separated. Contrary to the practice of big industrial producers, they do not use a diffuser in this process as it can reduce the complexity of the final flavor

and require the use of flavor additives. Rooster Rojo has their own unique yeast strain, which is added to the aguamiel, and the fermentation process lasts for 72 hours before the liquid is distilled. This proprietary yeast strain ensures the distinct and consistent flavor profile in the tequilas.

The distillation process is then carried out in two parts, the first distillation is known as Destrozamiento and the second is known as Rectification. The pot stills are stainless steel, not copper, which makes the final distillate very clean and preserves the flavor of the raw agave. And, eliminating the heads and tails, they use only the heart of the distillate in the final product. From the start the brand has received awards including the flagship Añejo receiving a Gold in 2019 at the San Francisco World Spirits Competition and 92 points from the International Review of Spirits.

In late 2021, Rooster Rojo's innovation was reflected in the launch of the Rooster Rojo Smoke Pineapple Infused Añejo Tequila. And in 2022, Rooster Rojo released its Ahumado, a hybrid between tequila and mezcal. The idea of smoked tequila is not a new concept in Mexico, but it is lesser known worldwide. Ahumado has been created in response to the Mezcal trend, offering something for consumers who

want to sip tequila with more complexity. Master Distiller of Fabrica de tequilas Finos Arturo Fuentes, an industry veteran with 42 years of distilling experience, aims to offer consumers top quality products. "Ahumado is a hybrid between tequila and mezcal and best entry level product into mezcal category," he explained. "It is not tequila, but not mezcal. It is in between." This hybrid product is a product of patience. Fuentes described, "we craft Ahumado by combining both tequila and mezcal production technologies."

In the underground oven, the stones are heated with Mesquite firewood until they change color. Half of the agave is placed on the hot stones and covered with dried agave fiber, as well as earth which is moistened to form a firm layer. The furnace is closed, and the agave is left for 48 hours. The result is agave with an intense flavor and aroma of smoke. The smoked agave is then mixed with the other agave which has been cooked in autoclaves. The juice is extracted and fermented together. The tequila is double distilled and then rests for more than 2 months in oak barrels with a special toast level selected by the Master Distiller.

The result is a unique smoky liquid. It is a combination of the best tequila made from



Blue Weber agave and the best mezcal made from the agaves cooked in the underground oven. A golden straw color, the Ahumado has aromas of smoked wood, leather, and roasted agave. On the palate is the pleasant sensation of agave and spices and the finish is warm and smoky. The delicate complex aromas and smoky flavors can be appreciated in this beautiful product, the outcome of special, hand-crafted, artisanal production to create a unique liquid. Rooster Rojo Ahumado can be enjoyed neat and as an aperitive.

BURNING OLD FASHIONED

- Rooster Rojo Ahumado Tequila 50 ml
- 1 bar spoon agave nectar
- 2 dashes Angostura bitters
- Flamed orange twist, for garnish
- *Mix the tequila, agave nectar, and bitters in a mixing glass with ice. Strain over a fresh rock in an Old-Fashioned glass. Flame an orange peel over the top of the drink and rest the twist in the glass as a garnish.*

DIRTY PALOMA

- Kosher salt
- 50 ml fresh grapefruit juice
- 1 tablespoon fresh lime juice
- 1 teaspoon sugar
- Rooster Rojo Ahumado Tequila 50 ml
- 50 ml club soda
- *Pour some kosher salt on a plate. Rub half of rim of a highball glass with a grapefruit*

wedge; dip rim of glass in salt. Combine fresh grapefruit juice, 1 tablespoon fresh lime juice, and 1 teaspoon sugar in glass; stir until sugar is dissolved. Stir in 50 ml of Rooster Rojo Ahumado tequila, add ice, and top off with 50 ml cup club soda. Garnish with grapefruit wedge.

Rooster Rojo Ahumado is the fifth addition to the portfolio which includes Rooster Rojo Blanco, Rooster Rojo Reposado, Rooster Rojo Añejo, and Rooster Rojo Smoked Pineapple.

ROOSTER ROJO BLANCO

Double distilled in stainless steel pot stills from mature Agave juices, Rooster Rojo Blanco is an extremely smooth tequila with fresh lively citrus and sweet and peppery hints on the nose. It is smooth, strong, and leaves a pleasant finish on the palate. Pair Blanco with fish or pasta dishes. Serve as an Aperitivo or in cocktails

BANDERA (FLAG)

- 3 shots: Lime juice, Tequila and Sangrita
- *Serve in the following order as per Mexican flag colors: Lime juice, Tequila, Sangrita*

PALOMA

- Rooster Rojo Blanco 40 ml
- Tomas Henry (or other brand) Pink Grapefruit lemonade 120 ml
- *Build in a tall glass filled with ice and add*

slice of grapefruit. Add pinch of salt (optional)

ROOSTER SURPRISE

- Rooster Rojo Blanco 50 ml
- Fresh lime juice 30ml
- Crème de Mure 15ml
- Agave nectar 10ml
- *Method: Shake the ingredients and pour in a tall glass filled with ice. Add soda water and float Crème de Mure. Garnish with a lime wheel and maraschino cherries or blueberries.*

ROOSTER ROJO REPOSADO

The Reposado is aged for 2-6 months in French oak barrels that formerly held Cognac. Piñas are hand chosen after 6-7 years of growth and possess residual sugar levels of 24% - 27%. The sweetness, as well as “halving” the piñas prior to distillation, give the Reposado a unique character. The Reposado has noticeable sweetness with aromas of subtle vanilla, cinnamon, and a touch of butterscotch. It leaves a silky, warm, and rich medium-long finish on the palate. Pair with red meat or aged cheese. Serve neat at room temperature or in a cocktail.

MARGARITA

- Rooster Rojo Reposado 45 ml
- Cointreau or other Triple Sec 20 ml
- Lime juice - 1 whole lime (approx. 25 ml)
- Agave nectar - 1 bar spoon



ROOSTER ROJO AHUMADO

BORN FROM FIRE



JALISCO MULE

- Rooster Rojo Reposado 50 ml
- ½ lime
- Agave nectar 5 ml
- Ginger beer
- Method: Squeeze lime wedges in a metal or copper mug, add ice, pour all ingredients and churn properly.

GINGER ROOSTER

- Rooster Rojo Reposado 40ml
- Thomas Henry ginger ale 120ml
- Orange slice Method: Fill a tall glass with ice, add all the ingredients including the slice of orange and stir

ROOSTER ROJO AÑEJO

The tequila is aged for 12-18 months in American oak barrels that formerly held American whiskey. The barrels are medium to well toasted and give the liquid a beautiful dark amber color, with reddish hues. The Añejo is smooth and rich in aromas of toasted wood, vanilla, chocolate, and spices. The mouthfeel is round and smooth, leaving a long satisfying finish on the palate. Pair with dessert or a Cuban cigar. Serve on the rocks or in a cocktail.

AGAVONI

- Rooster Rojo Anejo 30 ml
- Antica Formula 30 ml



- Campari 20 ml

TWISTED OLD FASHIONED

- Rooster Rojo Anejo 60 ml
- Chunchu bitters 5 drops
- Agave nectar 5 ml
- Grapefruit zest

WOO WOO ROJO

- Rooster Rojo Anejo 40ml
- Cranberry juice 120ml
- Slice of lime
- Method: Fill a tall glass with ice, add all the ingredients including the lime wedge and stir

ROOSTER ROJO SMOKED PINEAPPLE

The Añejo Tequila is aged for 12 months and then blended with Red Spanish cooked pineapples. The result is the aged Tequila notes as well as tropical fruit, pineapple, and smoke aromas. The palate opens with a structured, pleasant sensation of ripe banana, pineapple, and spices layered in a smoky finish. Enjoy on its own or with dessert. Serve neat on the rocks or in a cocktail.

WALL HANGER

- Rooster Rojo Smoked Pineapple 50 ml
- Pineapple juice (Pfanner or Granini) 120 ml



- Serve in a tall glass full of ice. Add lime wedge

BLADE

- Rooster Rojo Smoked Pineapple 40 ml
- Schweppes Tonic water 100 ml
- Serve in a tall glass full of ice. Garnish with the slice of orange

FOAMIE

- Rooster Rojo Smoked Pineapple 60 ml
- Fresh lemon juice 40 ml
- Agave syrup 15 ml (Timut pepper infused if possible)
- Pineapple liqueur 15 ml
- Use egg white, Foamee, or chickpea water, shake hard and strain out to coupe glass.
- Sprinkle cracked pink peppercorn on top

With the release of Rooster Rojo Ahumado Tequila, Rooster Rojo is standing out in the crowd as the innovative brand that they are.

