

# Patterson's the Tasting Panel

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## Modern Teq-Knowlogy



IN THE EVER-EXPANDING TEQUILA CATEGORY,  
BRAND KNOW-HOW IS WHAT ENSURES SUCCESS.

### Partida

When we first sipped Partida Reposado, we noted flavors of melting brown sugar. The estate-grown agave grows ten years to full maturity, and no chemicals or flavorings are added to interfere with this tequila's distinct herbal sweetness.

Although Partida is ideal savored alone, the brand's market wizards have also developed a brilliant strategy for introducing it into popular cocktails: Partida's new 100% Organic Agave Nectar is a low-glucose alternative to simple syrups, honey or chemical mixers. Not having to add a second liqueur to mixed drinks translates into extra profit for bar managers.

The nectar is pure and non-cloying—a natural complement to fresh lime and tequila.

