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the real tequila

TO many consumers tequila may conjure up images of a harsh burning liquor gulped down after a bite of lemon and followed by a large lick of salt.

Not entirely a pleasant picture. However, Mexico's national drink is going through a bit of a renaissance at the moment.

The spirit, which comes from the centre of the Agave plant, is distilled and fermented in five states in Mexico – it has to come from one of these areas to earn the name tequila.

Premium brands like Partida can be enjoyed by themselves or with a variety of ingredients.

Partida, which is crafted from 100% pure Blue Agave, produces three different types of tequila in its range: Blanco (unaged), Reposado (aged six months) and Añejo (aged 18 months).

Tequila provides an alternative to whisky, vodka or brandy and is considered by Mexicans to be the wine of the spirit world.

Retailers can stay ahead of the game and impress trendsetting consumers by stocking a premium brand such as Partida.