

# *Cheese & Tequila Pairings*

## *Tasty Cheesy Treats & Tequila*

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# ***Why Tequila & Cheesy Tasty Treats***

- Cheese and spirit pairings have been a trend over the past decade. Chefs and foodies have incorporated the trend into meals and paired the liquor with a wide range of foods including cheese.
- Over the past few years many celebrities have released their own brand of tequila bringing nice sipping tequilas to the forefront. Consumers are moving past the drink of college students and parties.
- Tequila is a complex and flavorful drink. Since there are so many styles of tequila it is a more approachable spirit for each consumer's favorite flavor profile.
- Everyone knows about Margaritas and consumers want to venture further and explore new pairings and flavors.
- Tequila is considered a digestive aid, low in carbs, and gluten free.



# ***Why Tequila & Cheesy Tasty Treats***

- According to the publication “Beverage Industry”
  - Tequila gained share from the top players in the spirit industry (vodka and whisky)
  - Tequila has not only overtaken vodka and whisky but other spirit players in the industry. Tequila has seen a 54% growth.
  - Sub-categories of tequila such as Reposado, Gold and Añejo are also becoming more popular.
    - Reposado      57% growth
    - Gold            49% growth
    - Añejo          61% growth
  - Margaritas are the most popular cocktails ordered on premise and the preferred choice by consumers.



# *The History of Tequila*

- The earliest version of tequila dates back to 1000 BC with the Aztec civilization where it was fermented from the sap of the agave plant. The spirit was called “pulque”.
- When the Spanish invaded the Aztec civilization, they began the distillation process of the agave plant to make tequila.
- In the 1600’s a Spanish nobleman built the first tequila plant in Jalisco, Mexico where the majority of tequila is produced today.
- For the product to be labeled as tequila, it must be produced in Jalisco, Mexico. It is a similar scenario to that of a true Champagne which must be made in the Champagne region of France.





# ***The History of Tequila & Food***

- Food culture in Mexico changed with the Spanish conquest. The Spanish brought with them livestock (cows, goats, and sheep) which changed the composition of food in Meso-America.
- With the introduction of livestock to the Hispanic food culture, cheese became an integral part of traditional meals. The fusion of traditional native ingredients and new European ingredients created a cuisine that is unique and timeless.
- Food and drinks play a role in families and sets the tone for celebrations while building the foundation of cultural traditions. Coming together and sharing a meal is a communal and bonding experience that takes place throughout the world.
- Tequila and cheese have always been experienced together in Hispanic culture. It is important to view the two in harmony when selecting pairings and food experiences.



# ***Pairing Cheese with Tequila***

- Are your departments prepared for the next big cheese pairing trend? Sipping tequila sales have exploded in the marketplace, and now is time to explore how cheese and tequila work together in harmony.
- With high alcohol liquors, you need to be cautious that the booziness doesn't overpower the flavor of the food.
- Typically, very high in fat, cheese coats the mouth in a layer that blocks our taste receptors to beverages. However, the complex agave flavors of a well-paired tequila cuts through the cheese's creamy barrier and wonderfully accentuates the flavors and textures of both.
- Like wine, tequila has many styles and flavor profiles for the ultimate cheese pairing adventure. So, sit back, enjoy the summer heat and discover your favorite cheese and tequila pairing.



# Pairing Cheese with Tequila

- Tequila is a very versatile and complex spirit. There are 5 types of tequila each with their own flavor profile.
  - Blanco                      Also known as silver and aged for 6 months in stainless steel vats and has crisp notes with a touch of sweetness
  - Joven (Fuerte)            Aged 6 months in stainless steel vats and is a high proof also described as boozy tequila
  - Reposado                 Aged anywhere from 2 months to 1 year in oak barrels and smoother than silver
  - Añejo                      Aged from 1 year to 4 years in oak barrels with similar notes to reposado but sweeter
  - Extra Aged Añejo (Imperial)      Maturation is at a minimum of 5 years
- How to pair tequila?      1 + 1 = 3



# Dinner Vocabulary & Tequila

## ➤ “Salud”

- It is a worldwide custom to make a toast when you have a few drinks with friends or celebrate a special occasion. Salud translates “To Good Health.” American culture usually uses “Cheers” as the toast.



## ➤ “Buen Provecho”

- Before starting a meal, it is customary in Hispanic culture for the host to wish everyone at the dinner table “buen provecho” similar to “bon appetite”. The translation is “Enjoy your meal.”



## ➤ “Tapas”

- Small plates and tasty treats. Cheese is the ultimate “Tasty Tapa Treat.”





# Blanco Tequila

## Don Fulano Tequila Blanco

❖ Don Fulano Tequila Blanco is an expression of highland agave.

- Notes: Bright and lively with floral notes and light herbaceousness
- Palate: Dried harvest and tropical fruit like spicy, grilled pineapple, and mature agave
- Aroma: Minerality carries through with notes of white pepper
- Nose: Damp red soil and grilled pepper adds warmth and earthiness
- Finish: Underlying butterscotch notes and almost an oily texture

❖ Pairing **Odyssey Feta in Brine, olive oil & Ficaccia Pitted Kalamata Olive**

- Feta has a low acidity and the right amount of salt to taste the lactic notes. Due to the pure agave flavor without the oak notes, the feta accentuates the brightness of the tequila without the need to add salt to the shot glass.



# Fuerte Tequila

## ❖ Don Fulano Fuerte Tequila

### ❖ Fuerte is an original overproof

- Notes: Aromatic with floral jasmine and orange blossoms
- Palate: Complex terroir and minerality
- Aroma: Yellow apples and mature agave make it smooth despite higher proof
- Nose: Grassiness from volcanic well
- Finish: Complex and long finish

### ❖ Pairing                      **Sunrise Creamery Pepperoncini Jack & Toufayan Tandoori White Bread**

- Without the oak flavors of tequila, try pairing with a creamy and buttery herbaceous cheese with slight peppery notes. The goal is to pair it with cheese that can stand up to the “Joven” flavor but not overpower the pairing.



# Reposado Tequila

## ❖ Don Fulano Reposado Tequila

### ❖ Reposado is a marriage of mature highland agave with French limousine oak

- Notes: Round on the palate with notes of coconut and macadamia
- Palate: Sweet prunes, cooked agave and mature fruit compote
- Aroma: Limousine oak emerges with notes of vanilla bean, dark chocolate and baking spices
- Nose: Dried herbs and grass add a delicate and ethereal expression
- Finish: Creamy and ashy mineral complexity

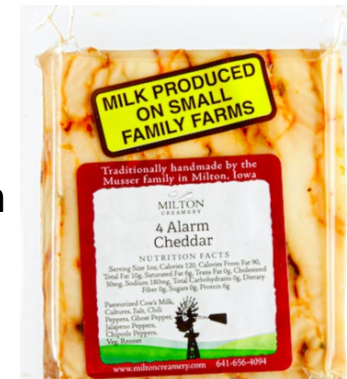
### ❖ Pairing **Kingston Smoked Blue & Sigma McCormick Thick Bacon**

- The rich buttery smoke profile of the blue or a mixed milk blue brings a delicate flavor and balances the ethereal to the pairing. For a hint of sweetness try adding a piece of chocolate for a perfect accoutrement.



# Reposado Tequila

- ❖ Don Fulano Reposado Tequila
  - ❖ The ethereal is an extremely delicate chemistry and a solution of ether & alcohol with aromatic ketones.
  - ❖ Always remember - *"Tequila and Spice Pair Nice"*.
- ❖ Pairing     **Milton 4 Alarm Cheddar & Ditsch Pretzel Sticks**
  - This pairing is a "no-brainer"! Traditional Mexican food is known to have a kick. The spicy kick of a mildly aged cheddar pairs perfectly with the smoothness and strongness of the reposado. Reposado is slightly more mellow and aged longer than Blanco with the perfect oaky touch.



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# Añejo Tequila

## ❖ Don Fulano Añejo Tequila

❖ Don Fulano Añejo is a marriage of very old tequilas aged in French Limousine and oak casks that previously held wines.

- Notes: Rich, aromas of baked banana and tropical fruit and dried harvest fruits
- Palate: Lavish spice elements like cardamon and allspice
- Aroma: Dry on the palate with hints of honey and caramelized nuts
- Nose: Sweet creamy vanilla counterbalanced by notes of mint and menthol
- Finish: Underlying notes of dark chocolate and leather

## ❖ Pairing **Widmer Matterhorn Cheddar & Tosio Orange Peels in Syrup**

- Añejo pairs best with alpine-style cheeses. They share the sweet notes of velvety butterscotch, pineapple, roasted nuts and a hint of vibrant alpine grasses. There is nothing like a nice sipping glass of Añejo tequila and a mouthwatering Matterhorn Cheddar.



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# Extra Aged Añejo Tequila

## ❖ Don Fulano Imperial Tequila

❖ *Don Fulano Imperial* is the oldest, exceptionally rich and complex with a great combination of elegance and strength

- Notes: Finished in Oloroso European oak casks with rich fruit notes of dried black cherries and apricots
- Palate: Sweet brown spices, cloves, nutmeg and pepper
- Aroma: Some caramel sweetness, toffee, and chocolate-covered fruit balanced by the freshness of menthol
- Nose: A sensory experience of complex coffee beans, dark chocolate, old leather and roasted nuts
- Finish: Velvety, rich and complex

❖ Dessert Pairings: J&J Hola Churros drizzled with La Terra Fina Chocolate Dessert Dip

- The premium agave notes taste like a crispy sugar donut and pairs nicely with creamy chocolate for an unconventional but recognizable dessert profile.



**¡Hola!**  
**Churros**  
Crave the Joy

la terra fina®

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# Extra Aged Añejo Tequila

❖ Don Fulano Imperial Tequila

❖ Dessert Pairings      **Belgioioso Crema di Mascarpone & Killer Brownies**

- Tequila is an aperitive and an after-dinner digestive aid. Tequila and sweet treats “*antojitos dulce*” make the perfect pairing.
- Instead of chasing tequila with a citrus fruit, you may want to consider chocolate. The Sweet brown spices and the caramel notes the tequila pairs nicely with chocolate brownies. Whipped Belgioioso Crema di Mascarpone highlights the lactic notes creating a smooth balanced finish.



the killer brownie® co.



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# ***Cheese and Tequila***

## ***The Ultimate Cheesy Tasty Treat***

- ❖ Embrace the Cheese and Savor the Tequila for the Ultimate Cheese Adventure.
- ❖ Like a fine wine, tequila has many styles and flavor profiles which compliment cheese and bakery treats.
- ❖ Be bold and venture into the next tasting experience while driving sales with tequila and cheese pairings.
- ❖ Are you prepared to capitalize on the colorful festive vibes of tequila and cheese trends?







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