



TEQUILA

TROMBA®



**“I USED TO WORK
FOR SOME OF THE
WORLD’S LARGEST TEQUILA
COMPANIES. ONE DAY I
DECIDED THAT I WANTED TO
WORK FOR MY OWN.”**

Marco Cedano

MAESTRO TEQUILERO | MARCO CEDANO
MASTER DISTILLER





Tototlán, México



TEQUILA
TROMBA

TRADE MARK

TEQUILA
TROMBA
AÑEJO

LOS ALYDE
HECHO EN MEXICO
JALISCO

marco Cedano

AÑEJO
MARCO CEDANO

TEQUILA
TROMBA

TRADE MARK

TEQUILA
TROMBA
REPOSADO

LOS ALYDE
HECHO EN MEXICO
JALISCO

marco Cedano

REPOSADO
MARCO CEDANO

TEQUILA
TROMBA

TRADE MARK

TEQUILA
TROMBA
BLANCO

LOS ALYDE
HECHO EN MEXICO
JALISCO

marco Cedano

BLANCO
MARCO CEDANO

CONTENTS

THE TROMBA STORY	08
WHY TROMBA?	09
THE REGION	11
THE FAMILIA CEDANO	13
ENVIRONMENTAL RESPONSIBILITY	17
TROMBA AGAVE	19
THE HARVEST	21
OUR PRODUCTION STORY	24
DISTILLERY	25
COOKING AGAVE	28
SUGAR EXTRACTIONS	29
FERMENTATION	32
DISTILLATION	33
AGING	36
TROMBA PORTFOLIO	37
TASTING NOTES	39
RECIPES	51
NOTES	55



THE TROMBA STORY

Signaling the beginning of the Mexican summer, Tromba is the life-giving rainstorm that brings change to los Altos, the famed tequila producing region of Jalisco. It was this force of change that inspired Marco Cedano, Tequila Tromba founder and Master Distiller, when, despite the naysayers, he embarked on a journey to bring true craft tequila to the world.

A true pioneer of tequila craftsmanship, Marco entered the world of tequila in 1974 with Don Julio Gonzalez. This started a journey which would see him create their first batch of 100% agave tequila, revolutionizing the category and creating the new standard of premium tequila.

Following the sale of Don Julio, unwilling to accept shortcuts to his recipe and yearning for more than a corporate role, this master craftsman followed his passion to create Tequila Tromba. Joined by his son Rodrigo, he employs his unwavering standards, precision, and decades of experience to guide him and continue his journey to challenge people to drink true craft tequila.

With the support of 3 passionate tequila lovers, and his son Rodrigo by his side, master and apprentice continue the family legacy, connecting people to the highlands of Jalisco and the incredible story of agave. Cultivating a team of expert agave growers, jimadors, glass blowers and builders, the Tromba name is established in authentic old-world tradition, with new world boldness and a relentless pursuit of excellence. Uniquely Distiller-owned, we are the makers, the doers and the mavericks who strive to bring true craft tequila to the world.

WHY TROMBA?

TRUE CRAFT

With every single step of the making of our tequila and the telling of our story we believe in being hands on.

Using a recipe developed by Marco over the course of 50 years, our craft stays true to Marco's guiding principles.

CONNECTION AND COMMUNITY

Connection to the people who make our tequila; Connection to the bars and bartenders that apply their knowledge and skills to bring our tequila to life; and Connection to the land our tequila comes from.



AUTHENTICITY

Everything we do is anchored in genuine people and a genuine experience.

IMPACT CONSCIOUS

The land gives us this an incredible plant that we transform into liquid stories, one of Tromba's core missions is to give back to it.



THE REGION



JALISCO

Longitude: O91°28'45.98"

Latitude: N17°55'53"



LOS ALTOS

Longitude: 21° 10'N 104° 25'O

Latitude: 21.17, -104.41

**LA
FAMILIA
CEDANO**



DO YOU EVER WONDER WHO MAKES YOUR TEQUILA?
NOT A CELEBRITY FIGUREHEAD OR MARKETING TOOL.
A MASTER DISTILLER AND HIS SON.

The Cedano family's passion for making great tequila has been passed down from father to son in the highlands of Mexico. Now the two generations of distillers lend their expertise to Tromba's creation.

With their deep appreciation for the agave, and the land from which it comes, they are committed to creating a spirit that perfectly marries time-honored tradition with a bold taste of the future.

Marco Cedano, a 40-year veteran of the industry, is a true celebrity in the agave world. An undisputed master, with his son Rodrigo an ardent apprentice.

Among all of Mexico's tequila artisans, Marco is a true pioneer - the first master distiller to produce premium 100% agave tequila.



No longer satisfied with a career crafting tequila for absentee owners, Marco fulfilled his lifelong dream of forging his own path, as master distiller and founder of Tequila Tromba. Once an engineer, Marco views everything through a scientific lens, he approaches every step of the production and distillation with precise measure.

THERE IS NO DETAIL TOO SMALL AND NO PROCESS TOO EXACTING TO FIND THE AGAVE THAT MARCO WANTS OR THE FLAVOR THAT HE SEEKS. THE MASTER'S LEGACY IS PASSED DOWN IN EVERY DELIBERATE STEP TO RODRIGO, HIS SON, WHO IS AN EFFICIENCY EXPERT IN HIS FATHER'S MOLD.

It takes an incredible amount of heart to produce a tequila this memorable. It is a mission that Marco and Rodrigo take very personally.

This gives Tromba a character that is refreshingly lush, floral and sweet, with an edge born of perfectionism and optimism, all resulting in an indomitable spirit.

Today, that spirit begins with Marco and Rodrigo, who are Tromba's production and distilling family.

ENVIRONMENTAL RESPONSIBILITY

The Agave Rewilding Project's ("ARP") mission is to rewild and reforest land damaged from the over-cultivation of blue Weber agave for the production of tequila.

Our mission is to rewild 1000 hectares in the next 10 years (2034).

Tequila is an incredible gift from the soils of Mexico, but as the spirit's popularity has grown, ever-more agave has been required to fill the demand. This has had a significant impact on the environment which continues to intensify as demand continues to increase. We are now at a critical tipping point whereby changes must be implemented before damage to the wider environment becomes the legacy of our incredible industry.





AGAVE REWILDING PROJECT

The Agave Rewilding Project was founded by the team from Tequila Tromba, wanting to help ensure tequila's sustainable growth into the future and help repair the damage caused by the spirit's rapid expansion. The foundation's objectives are:

- Rewild and reforest land cleared for the cultivation of blue agave.
- Work with experts to develop more sustainable practices for the cultivation of the blue agave.
- Work to protect other endangered endemic varieties of agave in Jalisco.
- Educate drinkers so they can choose brands that are conscious of their environmental impact.



TROMBA AGAVE

Agave Tequilana Weber, or blue agave, takes 7 to 8 years of cultivation before harvest. It is subject to varying environmental and agricultural conditions during this period. Soil, climate, rainfall, topography as well as soil treatment, growing space and general maintenance of the agave field all contribute to the unique characteristics of the agave, the resulting terroir, and the flavor profile present in a glass of tequila.



HIGHLAND AGAVE

Tromba agave is sourced from the Los Altos region of Jalisco from independent growers, or agaveros, Marco has worked with many of those farmers for close to 4 decades. The red earth of the highlands, specifically around the towns of Atotonilco, Arandas and Ayotlan, typically produces agave that is sweet, citrusy and floral in nature.

SELECTION PROCESS

Marco and Rodrigo have created a detailed manual at Tromba for selecting agave from the fields. The process includes:

- Assessing the location within the origin region.
- Conducting a drone inspection to assess if the location is suitable.
- Walking through the estate in a zigzag pattern for uniform sampling.
- Carefully choosing 30 plants per land for sampling.
- Measuring sugar content (degrees Brix) and checking for pests and plant health.
- Strictly adhering to guidelines for agave cutting (not exceeding 2.5 cm).
- The entire truck is transported, and 30 piñas are sampled again at the distillery.

This meticulous process ensures high-quality agave for Tromba's distillation, resulting in its exceptional taste and character.

THE HARVEST

After reaching an average age of 8 years and weighing around 70-80 lbs (35kgs), our agave is harvested by hand to Marco and Rodrigo's specification. To preserve the quality of the piñas the agave must be cut with extreme precision. This process, known as the jima, is carried out by specialist tradesmen, or jimadors, with a specific tool called a coa. The act of the jima, will release the piña from its base and then shave off the pencas leaving only the heart of the plant.

The amount of the penca left on the agave has a great effect on the flavor profile of the tequila. If cut too close to the piña, this results in a neutral flavor, lacking the vegetal highland terroir. Whereas if too much of the penca remains, the vegetal, botanical flavors become too dominant.

Marco and Rodrigo's method calls for a jima media, or medium cut, to strike the perfect balance of highland agave flavor.



22/60



OUR PRODUCTION STORY

WHO MAKES YOUR TEQUILA?

The concept of the “best” tequila is highly subjective, and Tromba would never claim such a title. Something that is not subjective, however is Marco and Rodrigo’s search to create a tequila that they love drinking themselves and sharing with their loved ones.

In a landscape where contract distilled spirits are common, many brands produce quietly with heads hung low, relying on gimmicks and celebrity endorsements to sell their story, Not Tromba. We’re taking the world by storm and challenging tequila lovers to consider where their favorite agave spirits originate.

“WE CONTRACT OUR PRODUCTION FACILITY, NOT OUR TEQUILA”

This isn’t about paying a third party to make our tequila this is about all-out production takeover!

DISTILLERY

Given that Tromba was launched with meager resources, we never imagined we would be in a position to own our own production process.

After many years of hard work, Marco and Rodrigo Cedano are in the process of bringing a dream to reality by implementing and designing their own custom stills and installing in our production partners' facility.

As part of our refinement process, we've shifted Tromba's production to the San Agustín Distillery, situated in the elevated mountains above Tototlán in Los Altos. This distillery is under the ownership of Ramón Esquivel, an individual with a rich heritage in agave farming who has hands-on experience in constructing every aspect of his facility.

Marco and Rodrigo Cedano have discovered a tequilero who shares a profound passion for innovation. This collaboration has afforded us a unique chance to meticulously test different components of our new production process, utilizing a water source that closely replicates our original one. Implementing our custom-designed pot stills has been a success, allowing us the flexibility to experiment with various techniques and flavors before finalizing the construction of additional equipment. This significant milestone represents a major stride in our journey to establish a dedicated Tromba distillery, turning Marco and Rodrigo's vision into a vibrant reality.





COOKING AGAVE

Our distillery team uses the traditional stone oven, or horno to cook the piñas. With a capacity of 25 tonnes, the ovens are heated to a temperature of approximately 204°F (96°C), where the agave is steam cooked for 25 to 30 hours and then left to rest further for a 12 hour period.

The control of the time and temperature of the cooking, and the manner in which the agave is loaded into the oven, is extremely important.

The technique ensures that different flavors are developed and retained at different points in the process and dictates whether the sugars of the agave are caramelized evenly in the cooking process.

SUGAR EXTRACTIONS

To ensure optimal flavor, the agave is given ample time to cool and rest following the cooking process.

Once ready, the agave is cut into small pieces before passing through a 4-stage roller mill, called a molino, to extract the juice.

In order to aid extraction, approximately 2.5 liters of purified water is introduced during the milling process for every kilogram of agave.

The resulting juice, called mosto, is sampled every 10 minutes to confirm that the acidity, water content and sugar levels are where Marco and Rodrigo want them to.





FERMENTATION

Thanks to two patented yeast strains developed by our Master Distillers, Marco and Rodrigo Cedano, the character of Tequila Tromba stands apart from any other tequila. The second yeast was Rodrigo's idea as part of his innovation.

When the two yeasts are added (they are added in separate tanks and ferment separately), the fermentation process begins, taking approximately 72 hours at a temperature of 27-30°C. During this period, exhaustive monitoring is conducted until Marco and Rodrigo are satisfied with the fermentation.

Once fermentation is complete, the alcohol level reaches around 5% alcohol by volume (alc.vol).

DISTILLATION

Tequila Tromba is distilled twice in alembics, equipped with copper pieces and with a capacity ranging between 3,500 and 6,000 liters. The first distillation lasts for 9-12 hours, and the second for between 11-20 hours. The yeasts are distilled separately. In the end, after having both products, a blend is made according to the taste preferences of Marco and Rodrigo. For every 5,000 liters produced, 400-500 liters from each distillation are cut, resulting in a total of 800-1,000 liters being cut across both rounds. Continuous sampling is carried out to ensure quality, with Marco and Rodrigo organoleptically testing the tequila throughout the entire process.

Sampling takes place at every step of the distillation process. To ensure quality, Marco tastes, smells, and visually inspects the tequila throughout the process, while also performing laboratory tests -- his craft is executed with equal parts science, art, instinct and experience.





AGING

Marco and Rodrigo take special care to ensure that the flavors of the agave which are presented in the Blanco are still present and balanced out with the oak in our aged varietals.

We age Tromba in once-used, 200L White American Oak Barrels, which are hand selected by Marco and Rodrigo. The tequila enters the barrels at 42-43% abv., which is lower than normal practice and ensures a gentle interaction with the wood.

We don't re-char our barrels and so the gentle golden color of our aged tequila is a result of the spirit interacting with the wood.

As with any aged spirit, there is some evaporation, known as the angel's share -- they get 8% of the Reposado and 12% of the Añejo, and the rest goes into the bottle.



Tequila Blanco



Tequila Reposado



Tequila Añejo



Extra Añejo



Tequila Cedano



Cafeto

BLANCO

Crystal clear with a silver lustre, Tromba Blanco is made from hand-selected agave and lovingly crafted in small batches, resulting in bright, sweet, refreshing tequila. With a clean, viscous finish, this un-aged tequila exudes lively botanical aromas and notes of pepper, mint, and lightly caramelized pineapple.

AROMA

Freshly cut green herbs

Caramelized agave

Pressed agave fibers

Bread

Brown sugar

Diverse floral and herbal

Complex floral and herbal

Light mint and aniseed

Pineapple

Freshly baked bread

Dehydrated fruits

Red fruits

Oil citric

Lime

Sugar cane

FLAVOR

Caramelized agave

Freshly cut green herbs

Complex floral and herbal

Mineral



40/60



REPOSADO

With a bright gold blush, Tromba Reposado is aged in white oak barrels for 6-8 months, resulting in a silky, sweet nutty tequila. Expert rich notes of chocolate, caramel and dried red fruits.

AROMA

Chocolate	Vanilla
Brown sugar	Pressed agave fibers
Diverse floral and herbal	Wood
Caramelized agave	Red fruits
Dehydrated fruits	Cherry syrup
Light mint and aniseed	Pure cacao
Tropical flavors	Lime

FLAVOR

Wood	Lime
Pure cacao	Caramelized agave
Chocolate	Brown sugar
Walnut	Peanut

AÑEJO

A deep gold color, Tromba Añejo is aged in white oak barrels for 20-24 months and exudes agave flavors rich in complexity. Gentle hints of oak and caramelized agave sweetness paired with rich chocolate, nuts and ripe dried fruit. Expect a sophisticated, complex finish.

AROMA

Complex flavors of citrus	Caramelized agave
Vanilla with a sweet smokiness	Red fruits
Wood	Chocolate

FLAVOR

Caramelized agave	Dehydrated fruits
Wood	Pure cacao
Honey	



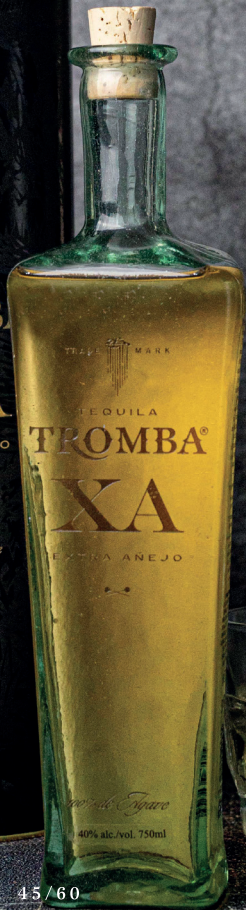
TEQUILA
TROMBA

TRADE MARK

TEQUILA
TROMBA[®]
AÑEJO

LOS ALAMOS
HECHO EN MEXICO
JALISCO
100% de Agave

vino de cedars
100% AGAVE
100% AGAVE
100% AGAVE



X A

Introducing the Tromba XA - the ultimate in tequila sophistication and flavor development. Extra Añejo spends over 36 months aging in American white oak barrels to enhance the richness of the tequila while ensuring a smooth and subtle finish on the palate.

AROMA

Hints of vanilla
Cashews
Almonds
Peanuts

Cherry
Soft florals
Fresh citrus

FLAVORS

Warm wood
Dried fruit
Vanilla
Toasted cashew

Almond
Peanut
Caramelized agave



CEDANO

TEQUILA
TROMBA
CEDANO
REPOSADO

100% Agave Tequila
FINISHED IN
French Oak Casks

50
COMMEMORATING MY 50TH YEAR
OF MAKING TEQUILA, I PRESENT
MY ART, CRAFT AND
FAMILY TRADITION IN THIS BOTTLE.
• MARCO CEDANO •

Marco Cedano

750 ml

CEDANO

Cedano is the culmination of 50 years of experience and representative of the journey of Marco Cedano's lifelong passion of crafting the finest Tequila's.

Marco began his journey in Tequila with one guiding principle: to honor the agave and the land from which it comes. From his revolutionary stand to make only 100% blue agave tequila, to the creation of Tequila Tromba, to the development of his proprietary still and distillation process, he has always stayed true to this guiding principle.

AROMA

Vanilla	Hints of Cherry
Aged wood	Soft Florals
Caramelized Agave	Fresh Citrus Overtone.

FLAVOR

Warm Wood	Toasted Cashew
Dried Fruit	Almond
Vanilla	Peanut.

CAFETO

The ultimate combination of 100% agave Tequila Tromba, artisanal Mexican grown coffee, a touch of agave nectar and selected natural botanicals.

Cafeto proudly presents a unique fusion of coffee and Tequila, sourcing our coffee from La Alianza de Mujeres en Café — an international organization that unites women's groups globally engaged in coffee production.

Comprising 800 families with a farming legacy spanning four generations, this community is not only dedicated to coffee production, but also committed to improving the quality of life for the women involved in the process.

AROMA

Toasted Coffee	Peach
Cherry Syrup	Warm vanilla essence
Red Fruits	Honey
Chocolate	Orange Zest
Pineapple	

FLAVOR

Tosted coffee	Mint
Lime Zest	Cooked Agave
Orange Zest	Pinapple
Honey	Chocolate
Tobacco Leaves	Peach

CAFETO

HANDCRAFTED WITH

TROMBA

100% AGAVE TEQUILA BLANCO

CAFETO

COFFEE LIQUEUR
CRAFTED WITH TEQUILA

COLD
BREW
EXTRACTION



MEXICAN
ARABICA
BEANS



ALC. 35% VOL.

700 ML

50/60



TOMMY'S MARGARITA

2 oz Tromba Blanco
1 oz Fresh Lime Juice
1/2 oz Agave Nectar

Combine all ingredients in a cocktail shaker and shake with ice. Strain over ice in a rocks glass and serve.

PERFECT MARGARITA

2 oz Tromba Blanco
1 oz Fresh Lime Juice
1/2 oz Cointreau
1/2 oz Agave Nectar

Shake all ingredients over ice. Strain over fresh ice in a rocks glass. Garnish with lime.



OLD FASHIONED

2 oz Tromba Reposado
1 oz Agave or Simple Syrup
3 Dashes Bitters

Place ingredients in a Cocktail Yari and stir down over ice until chilled. Strain over fresh ice into an Old Fashioned glass. Garnish with an orange twist.



PALOMA

2 oz Tromba Blanco
1 oz Lime
Top with Grapefruit Soda

Build in highball glass, garnish with a grapefruit or a lime wedge.



TROMBA NEGRONI

1 oz Tromba Reposado
1 oz Campari
1 oz Sweet Vermouth

Stir down until well diluted, strain into a rocks glass over a large cube. Orange swath to garnish.

EL DIABLO

2 oz Tromba Blanco
1/2 A Pressed Lime
2 Dashes of Angostura
Charged with Ginger Beer

Cube and build. Serve tall in a highball
Garnish: Raspberry float.



TROMBA VERDITA

Tromba's official Verdita chaser

25 oz Pineapple Juice
Juice of 1 Lime
1 Bunch of Cilantro
(Stems & leaves, no roots)
1 Bunch of Mint
(Stems & leaves, no roots)
1/2 a Jalapeño Pepper (to taste)

Place all ingredients into a blender and blend. Double strain the liquid and bottle.. Keep refrigerated. Serves 25.







TEQUILA
TROMBA[®]

@tequilatromba | tequilatromba.com

