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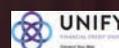
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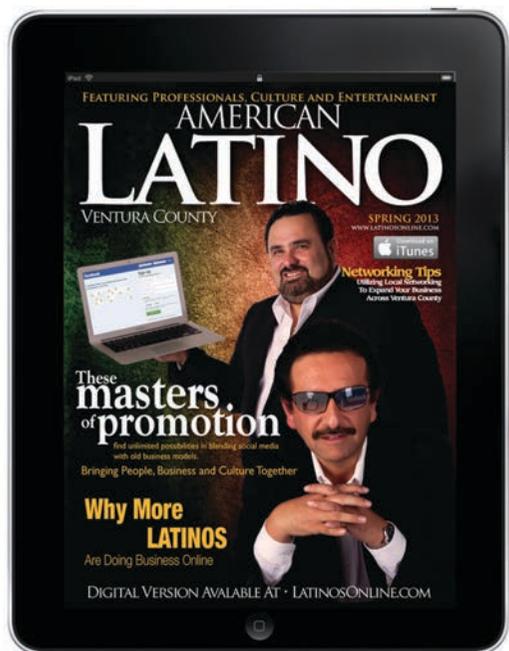
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Latino Eye Doctor Makes Award-Winning Organic Tequila

Dr. Adolfo Murillo has been an Optometrist for 33 years, practicing in Ventura County for the majority of those years. He is a graduate of the University of California, Berkeley School of Optometry, and also earned his Bachelor's Degree in Biological Sciences from UCSB. In addition, he is the founder and producer of Alquimia Organic Tequila, a very exclusive, award-winning spirit that has become a favorite of tequila connoisseurs. Dr. Murillo used his science background to develop the organic protocol that he uses to grow his agave on his family's ranch in Arandas, Jalisco. Because of his innovative methods, he is widely known as "The Pioneer in Organic Agave Protocols". Over the past 9 years that Alquimia has been imported into the US, it has

gained recognition by the spirits industry as the highest-rated organic tequila in the world. Dr. Murillo will now share with us how he got started in the tequila business, and the significance of farming organically:

We had the opportunity 24 years ago to take over the running of our family ranch in Jalisco, Mexico. This ranch has been in our family for 3 generations, and we did not want to let it go. My family and I committed to make it productive, and then to use the ranch to teach others how to do the same. We decided to grow agave, and to do it organically in order to completely eliminate the use of chemical fertilizers and toxic pesticides and weed-killers. These toxic chemicals are devastating to the soil, the

Continued...



health of the farmworkers, the consumers, and the environment in general. We used a combination of modern organic science, as well as my grandfather's natural farming methods.

At first other growers all told us we couldn't do it; that agave would not grow in our area, and stressed that we would not be able to do it without chemicals. We used modern science and the love of the earth that we inherited from my grandfather, and we proved that not only could we grow agave organically, but that we could grow a superior product. To give you an example, in a good agave harvest in Jalisco, the average weight of a piña (a harvested agave) is about 80 lbs. Our record-setting piña weighed in at 304 lbs! The weight does not necessarily determine the quality of the agave, but the sugar content is a good indicator. Again, in a good harvest, the average sugar content (measured in Brix units) is about 20 to 24 Brix units. We are now averaging 44 Brix units. This, and our all-natural growing and production methods, are what give our Alquimia Tequilas their very complex flavor profile and outstanding quality.

We were the first in the state of Jalisco to use a comprehensive organic protocol to grow our agave, and today Alquimia is one of only a small handful of tequila brands that have Organic Certification by the USDA. To qualify for certification, not only do we have to grow our crop organically, but our production methods in the distillery must also be proven completely organic and natural. That means we cannot add other sugars to our agave, nor use



chemical accelerators to speed up the fermentation. We must also demonstrate that we do not use any additives such as glycerine, colors, or flavors. After our initial inspection by

the USDA, we were told by the inspector that not only did we pass with flying colors, but that our program far exceeded the requirements of the USDA to be certified organic.



We are required to submit documentation on an annual basis, outlining our protocol, and must have a physical inspection of our fields, our crop, and our production facility.

We have also led the way in developing methods to safely dispose of waste products, known as vinazas, so they do not harm the natural aquatic life in the waterways or poison the fields. We also use composting to create natural fertilizers from the fibers left over after the process. This compost is then applied back to the fields.

When we first began our project, we did not plan on actually making tequila. But as we improved the quality of our soil year after year, we saw that

the quality of our agave had reached a point that it was just too good to sell to other producers, who may or may not have appreciated what we were doing in our agave fields. So we decided to create our own brand of tequila, using our own single-estate agave. We also felt that if we could create a superior end product, we could use it as a vehicle to further draw attention to the need to return to natural growing methods.

We feel very fortunate that our Tequila Alquimia has been very well-received, and has built up quite a following among tequila connoisseurs. Becoming established in the spirits industry is very challenging, but we are proud to say that

over the past 9 years we have been awarded a total of 45 Gold Medals at the two largest and most prestigious international spirits competitions, making Alquimia the most-awarded tequila. These industry awards are important to us because they give us validity and credibility. Because the competitions are conducted in a "blind tasting" format, our product can compete on an equal basis with the largest and most well-known tequilas, and we are judged solely on our quality.

We are also pleased that each of our 4 expressions has won its own share of Gold Medals. We begin with our Alquimia Blanco, which is not aged. It is the truest form of pure tequila. Our Blanco has very intense notes of freshly-

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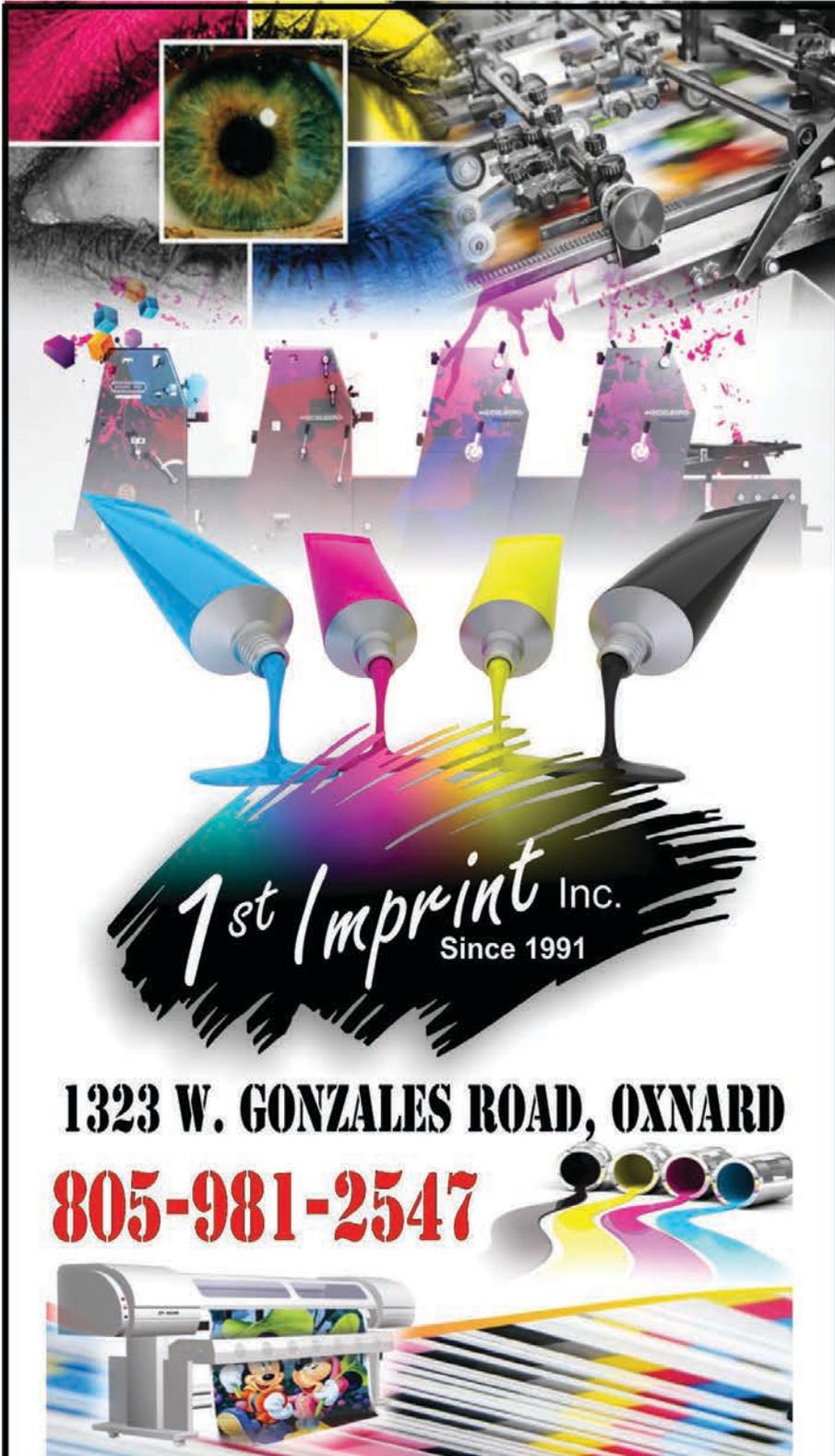
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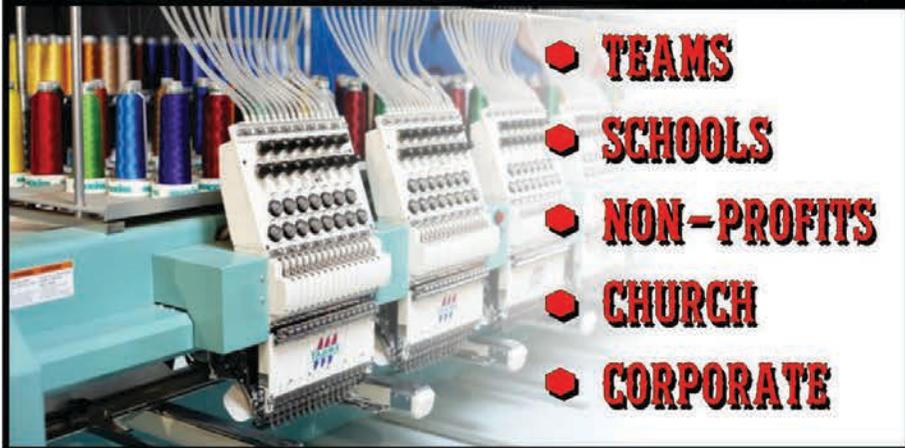




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baked agave, and has a very pleasant aroma. It is very fresh and crisp, with floral notes to add to its sweet agave profile. Many people are surprised that it is so easy to sip and enjoy, and does not have an aggressive alcohol bite. It has become a favorite of tequila purists, who love to sip it neat. It also makes a deliciously refreshing margarita, if paired with fresh citrus juices and organic agave sweetener, shaken with ice and served on the rocks. Alquimia Blanco has won multiple Gold Medals at the International Review of Spirits as well as the San Francisco World Spirits Competition.

Our Alquimia Reposado is the youngest of our aged expressions. We age our tequilas in once-used Jack Daniels oak barrels. We like to use barrels that have already been broken in, because we feel that brand new oak is too aggressive on tequila, and would upset its delicate balance. Our reposado spends 6 months in the barrels, so it does retain a flavor profile similar to our Blanco, but with a very subtle oak influence. It also takes on a light amber color from the interaction with the wood. Alquimia Reposado was voted Best Reposado, with Double Gold Medals twice at the San Francisco World Spirits Competition, along with several Gold Medals.

To be an añejo, a tequila must spend a minimum of 1 year in the barrel. Our Añejo is actually aged for 2 years and 11 months. Why, one might ask? Because 3 is the magic number, as we will see later. The flavor profile has now changed dramatically from spending all that time in the barrels. Our Añejo does



retain the cooked agave notes, but now there are caramel and vanilla notes as well. It warms the palate very nicely, and has a very long, pleasant finish. Also a two-time Gold Medal winner and voted Best Añejo at the San Francisco World Spirits Competition, and several more Gold Medals at the International Review of Spirits.

Now, back to the magic. When a tequila has spent 3 years or more in a barrel, it is now in the fourth (and last) category, which is Extra-Añejo. But because our Añejo was just one month shy of actually being an Extra-Añejo, we decided to let our Extra-Añejo age significantly longer, so that there would be an appreciable difference in the flavor profile. We taste-tested our oldest tequila periodically as it aged, and each time we liked it more and more. Before we knew it, it was well over 6 years old, and we decided we better bottle it. An Extra-Añejo aged this long is practically unheard of, but we could not have been

more pleased with the result. The profile has become very complex, with multiple layers of flavors and aromas. It feels very thick and silky on the palate, and a long, lingering finish that seems to go on forever. It was called the "Cognac of Tequilas" at the International Review of Spirits, and was judged the Best Extra-Añejo in the World at the San Francisco World Spirits Competition.

And what is the significance of the name "Alquimia"? Alquimia is alchemy, which is the ancient art of creating gold from common elements. Tequila Alquimia is "Liquid Gold". There is actually more to it. My favorite book is The Alchemist by Paulo Coelho. The main theme of the book is "follow your dreams", and Alquimia has been our dream.

My family and I would like to tell the readers of American Latino that we are truly appreciative of all the wonderful support that we have received over the past 9 years. Our commitment has not changed since we first began this venture 24 years ago: to take care of the soil, to share with others and help them improve their way of life, to provide jobs, and to do good things for our community. We will also always strive to produce the best tequila that we can. We sincerely hope that you enjoy our tequila as much as we enjoy making it and sharing it with you.

Gracias, y Salud!

Adolfo Murillo, aka Dr. Tequila P.S. What comes next? Well, you see, there are a certain number of barrels, still sealed, with tequila that is now 12 years old...

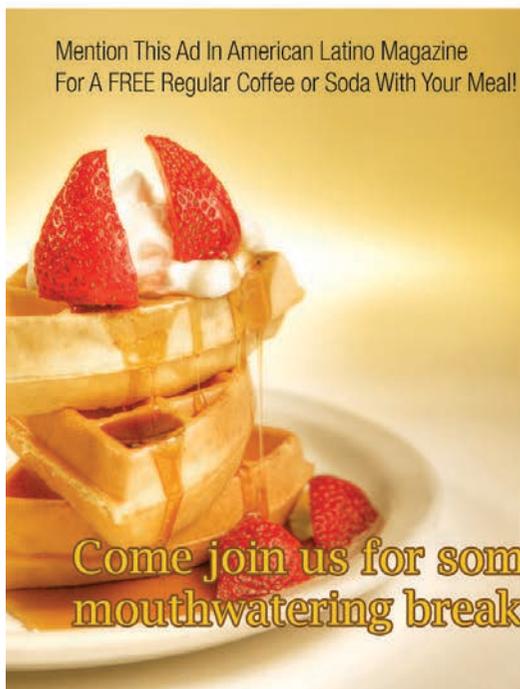


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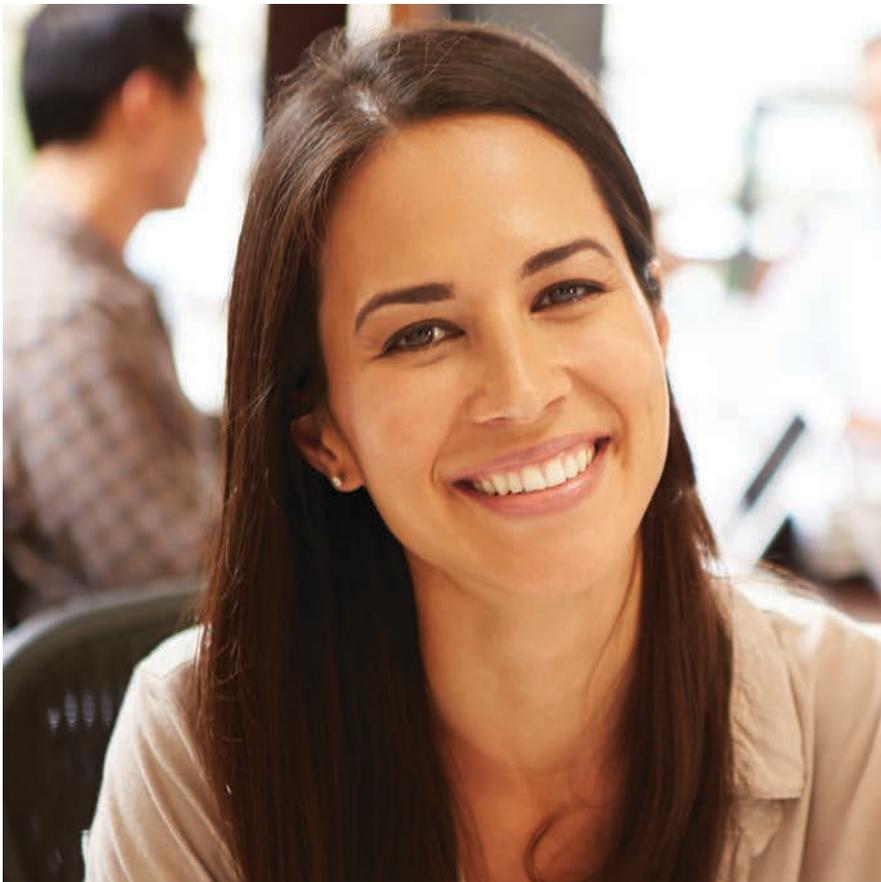
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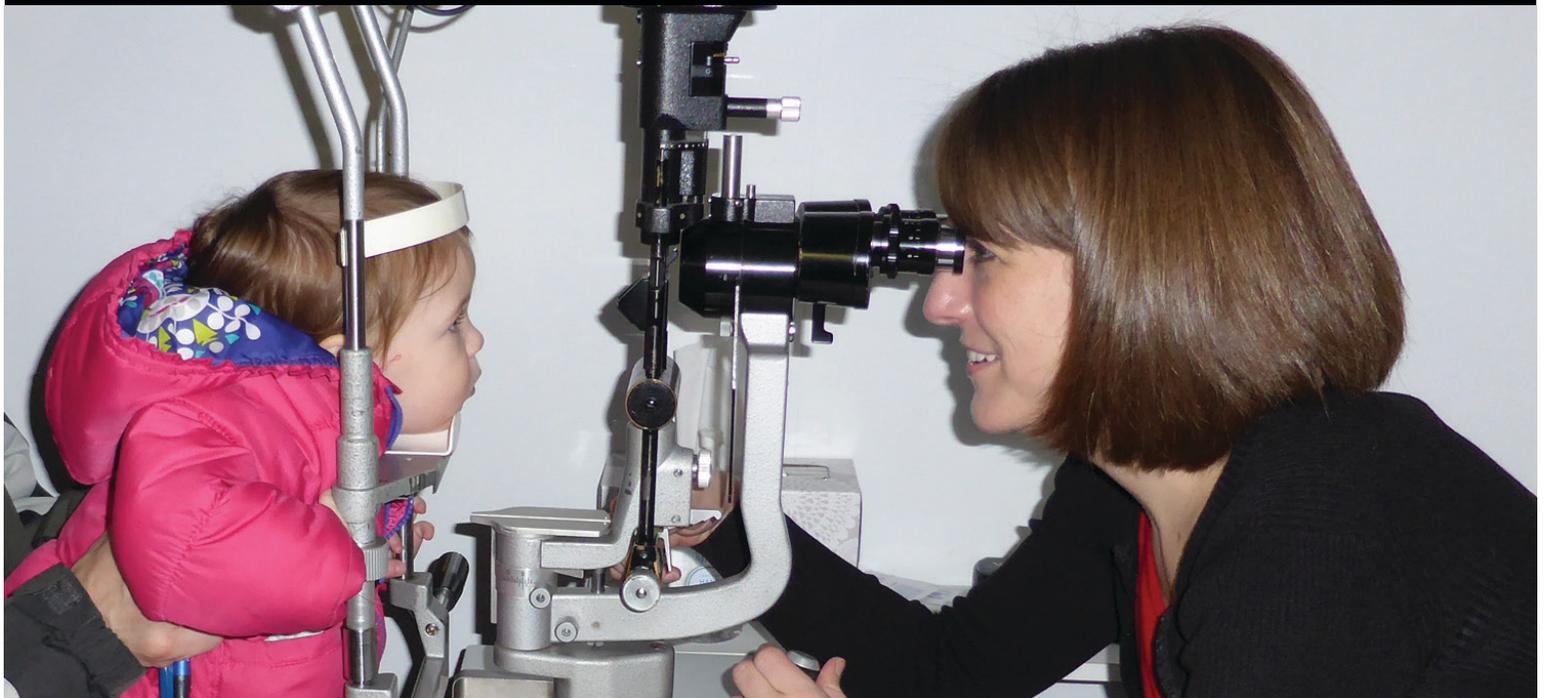
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54.1 MILLION ESTIMATED HISPANIC POPULATION OF THE UNITED STATES

17.1% SHARE OF THE TOTAL U.S. POPULATION THAT IS LATINO

2 RANKING OF THE U.S. LATINO POPULATION WORLDWIDE. ONLY MEXICO HAS A LARGER HISPANIC POPULATION

55% SHARE OF U.S. HISPANICS THAT LIVE IN JUST 3 STATES — CA, TX, AND FL

2/3 SHARE OF U.S. HISPANICS THAT TRACE FAMILY ORIGINS TO MEXICO. THE 2ND LARGEST GROUP, PUERTO RICANS, REPRESENT 9.5% OF LATINOS

37 NUMBER OF LATINO MEMBERS OF CONGRESS (33 IN HOUSE, 4 IN SENATE)

51% SHARE OF HISPANICS WITH NO PREFERENCE BETWEEN BEING CALLED "HISPANIC" OR "LATINO". AMONG THOSE WHO CARE, "HISPANIC" IS PREFERRED BY OVER A 2-TO-1 MARGIN

75% SHARE OF LATINOS WHO THINK MOST PEOPLE CAN GET AHEAD IF THEY WORK HARD (COMPARED TO 58% IN U.S. GENERAL POPULATION)

1/4 ESTIMATED SHARE OF HISPANIC PUBLIC SCHOOL STUDENTS — THE HIGHEST EVER

9 IN 10 RATIO OF LATINOS WHO THINK IMMIGRANT HISPANICS HAVE TO LEARN ENGLISH TO SUCCEED

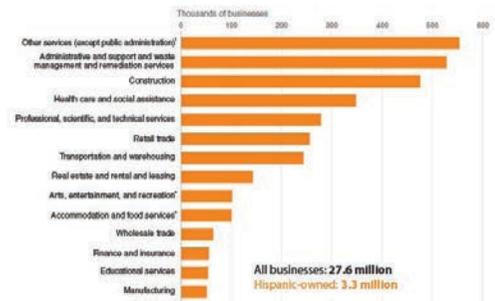
\$1.2 TRILLION ESTIMATED BUYING POWER OF THE U.S. HISPANIC POPULATION

\$468 BILLION MINIMUM AMOUNT THE MORE THAN 3.1 MILLION HISPANIC-OWNED BUSINESSES WILL CONTRIBUTE TO THE AMERICAN ECONOMY THIS YEAR

SOURCES: U.S. CENSUS BUREAU, NATIONAL RESEARCH COUNCIL, PEW RESEARCH, HISPANIC MEDAL OF HONOR SOCIETY, CONGRESSIONAL RESEARCH SERVICE, PEW HISPANIC TRENDS PROJECT, NCES, NIELSEN, USHCC



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U.S. Department of Commerce
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Source: 2012 Survey of Business Owners
www.census.gov/ipeds/data/sbo/2012.html

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Rodolfo Gonzalez
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He Served Our Country Now He Serves One Of The Best Tequila's Around

Tequila enthusiasts nationwide are preparing their palates as Ultra-Premium Tequila Sin Rival redefines the taste and quality of Tequila with its new entry into the marketplace. Tequila Sin Rival has been hand-crafted from 100 percent pure Blue Weber Agave plants and produced with special techniques that provide for an "evolution leap" in flavor profiles and quality.

Tequila Sin Rival's outstanding flavor profile comes both from its use of 100 percent pure blue Weber Agave and unconventional techniques used by master distillers (tequileurs) in producing this tequila. Combining the over 200-year old traditions from the past with 21st century technology, Tequila Sin Rival makers have created a

distinct taste like nothing else in the market today.

Hailing from the state of Jalisco and Sonora Tequila Sin Rival founders searched across the whole panoply of tequila brands to satisfy their own palates, "as much as they enjoyed some of the offerings, they felt there was something missing" recall founder and co-founder Rodolfo and Armida Gonzalez. Sensing other connoisseurs and would be connoisseurs might be feeling the way, all became partners of Corazon Azul Spirits. Tequila Sin Rivals parent company found master tequileur Ing. Fernando Brambila Tostado author of several other magnificent brands and tastes and recruited him to help them formulate a unique brand of ultra-premium tequila.

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Working together with master tequileur Ing. Fernando Brambila Tostado the group reviewed, refined and taste-tested repeatedly before arriving at what they thought and felt was the perfect product. Soon after they began a dedicated production line in one of the finest distilleries in the town of Amatitan Jalisco, Mexico to produce what is now known as Tequila Sin Rival.

Corazon Azul Spirits has introduced its line of Tequila Sin Rival in four classic styles. Hand-bottled straight from distillation we have Sin Rival Silver that truly showcases the agave flavors with a complimentary smooth

taste and aroma of mint and delicate hints of fruits. Sin Rival Silver, presents a sophisticated, well-balanced experience with a palate pleasing finish. Resting in select Tennessee whiskey barrels, for no less than 11 months creates the distinct taste of Sin Rival Reposado, adding vanilla & carmel fragrances to the flavor profile. Keeping with the same defined flavors and aged for a minimum of 18 months to a maximum of three years we have Sin Rival Añejo, that has acquired the distinctive flavors of the oak barrels such as honey, fruity, caramel flavors. And in a class all of its own and rested in French Oak barrels for a period of three to six years

we have Sin Rival Extra-Añejo, that has a distinctive taste of a well aged French Oak wood accompanied by an elegant array of vanilla, and butter along with hints of caramel fruity flavors.

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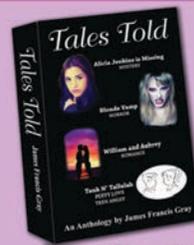
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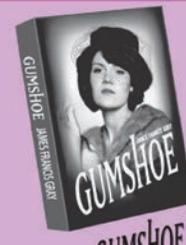
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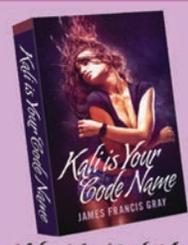
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What is Blue Agave?

Agaves are succulents with a large rosette of thick, fleshy leaves, with most species ending in a sharp terminal spine. The stout stem is usually short, the leaves apparently springing from the root. Along with plants from the related genus *Yucca*, various *Agave* species are popular ornamental plants in hot, dry climates, as they require very little water to survive.

Each rosette is monocarpic and grows slowly to flower only once. During flowering, a tall stem or “mast” grows from the center of the leaf rosette and bears a large number of short, tubular flowers. After development of fruit, the original plant dies, but suckers are frequently produced from the base of the stem, which become new plants.

It is a common misconception that agaves are cacti. They are not related to cacti, nor are they closely related to *Aloe* whose leaves are similar in appearance.

Tequila is made from the blue agave, which, when its leaves are sheared, leave a massive pit referred to in Spanish as the “piña,” or pineapple. The agave juice that will be fermented and distilled into tequila comes from heating and crushing the piña.

The agave was one of the most sacred plants in pre-Spanish Mexico, and had a privileged position in religious rituals, mythology and the economy. Cooking of the “piña” or heart of the agave and fermenting its juice was practiced. The origin of this drink has

a myth. It is said that a lightning bolt struck an agave plant, cooking and opening it, releasing its juice. For this reason, the liquid is called the “elixir of the gods”. However, it is not certain whether the native peoples of Mexico had any distilled liquors prior to the Spanish Conquest.



Roberto S. Juarez

Champion in Underserved Medical Care

Ventura County's health-care-for-all CEO

By Tom Bronzini

Special to the Business Times

Roberto S. Juarez speaks from experience when he sends members of his outreach department to Ventura County's fields, packing houses, laundromats and bars to tell workers how they can get health care.

The CEO of the nonprofit Clinicas del Camino Real did that himself in the early 1970s as a volunteer for five fledgling free health clinics he helped establish while working as a public health administrator for the county. In 1978, he was approached to leave his job as an administrator at Ventura County Hospital with a staff of 300 to lead the Santa Paula clinic, which had become a community health center with a paid staff of five.

At the time it seemed like a crazy proposition, he said, but he was feeling burned out from years of taking political heat over his advocacy of affirmative action. He had helped develop a plan that became a model for Ventura County and the state of California.

He made the unlikely career move and, over his 37-plus years leading the organization that grew into Clinicas del Camino Real, he has been a dynamic and steadfast champion of health care for those least able to afford it.

Clinicas now has 13 health centers and two mobile units in Ventura County serving many who faced language and cultural barriers as well as financial ones. It has grown from five employees to more than 700. Patient visits have risen from 1,300 a year to 370,000. Juarez started with a \$60,000 annual budget, and in the next fiscal year it will reach \$90 million.

No one is turned away because they can't pay for health care. Clinicas is unusual in offering an all-encompassing menu of services under one roof: medical, dental, vision, psychology and psychiatry. Three well-equipped mobile units carry medical and dental care and health education throughout the county. The nonprofit has been a steady resource that people can count on.

"I know that we have people that we have delivered their babies, and those babies grew up and we've delivered their babies, and that baby grew up and we delivered their baby. So we have good staying power with our patients," Juarez said. "We advocate for them on a national and state level. We're out in the fields with them where they work."

Clinicas is able to help those with limited resources through a grant as a federally qualified health center, part of a national safety net. Patients who can't pay receive a discount based on the size of their family and their income. The nonprofit is reimbursed by Medi-Cal and Medicaid on a cost basis, and that resource helps fund coverage for uninsured.

"There's a tremendous need in this county, and it's not just the farm workers and their families," Juarez said. "We concentrate on them because that's the greatest population with the greatest need, but we're here for everybody."



Roberto S. Juarez, a Vietnam veteran, is CEO of the nonprofit Clinicas del Camino Real, which has 13 health centers and two mobile units in Ventura County. As early as next fiscal year, Roberto S. Juarez and Clinicas Del Camino Real will have an expected budget of \$90 million.

He said that, with the Affordable Care Act, more patients are insured, but Clinicas still sees "probably more than our share of uninsured." Now that more people have insurance, providers that didn't want them are now taking them, and Juarez said there aren't enough doctors. "So they're recruiting our doctors and paying salaries that we just can't match," he said. "And if we match them, they'll go up some more, so we're having our medical staff raided."

Clinicas' growth has been so robust that this month, the nonprofit moved its administrative headquarters from its longtime home in Ventura, where part of the facility is a clinic, to a much larger space in Camarillo. Both buildings are fully in use by various departments.

Clinicas has paid for hundreds of its employees to attend

Champion in Underserved Medical Care



Roberto S. Juarez

— CEO

Clinicas del Camino Real

In their own words: "We've had people who started with us as clerks that have come back 10 years later as doctors."

— Roberto S. Juarez

college and rise to high-skill positions.

"We've had people who started with us as clerks that have come back 10 years later as doctors," Juarez said. "We have clinical social workers, nurses that we've graduated, and administrators."

Juarez has been a health care champion at the state and national level as well. He chaired committees for four governors, working on funding for farm worker programs and helping to establish more than 200 farm worker clinics. During Bill Clinton's administration, he chaired a national committee on health care.

Juarez studied business administration at UCLA and California Lutheran University. He is the first in his family to attend college. His grandparents migrated from Mexico during the Mexican Civil War and settled in Colorado, where his father was born. During the Great Depression, his father's family and his grandparents were sent to Mexico on cattle cars under a federal repatriation program.

They lost their homes and property. His father later returned to the U.S. Juarez said he feels blessed to do work that has helped so many immigrants.

"But, if that population were any other population, I would still be that dedicated to it," he said.

He has a sense of purpose from his military experiences in Vietnam, where he earned a Bronze Star and a Purple Heart. "I was left for dead on the battlefield and you do see things there," he said. "So this is part of my payback."

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Margarita Facts



One of the earliest stories is of the margarita being invented in 1938 by Carlos “Danny” Herrera at his restaurant Rancho La Gloria, halfway between Tijuana and Rosarito, Mexico, created for customer and former Ziegfeld dancer Marjorie King, who was allergic to many spirits, but not to tequila.

More than just a decorative flourish, salt adds a flavorful grace note to the liquid ingredients in a Margarita, balancing out the orangey sweetness of the Triple Sec (in our ideal scenario, Cointreau), the tartness of the lime juice, and the heady warmth of the tequila.

Ingredients:

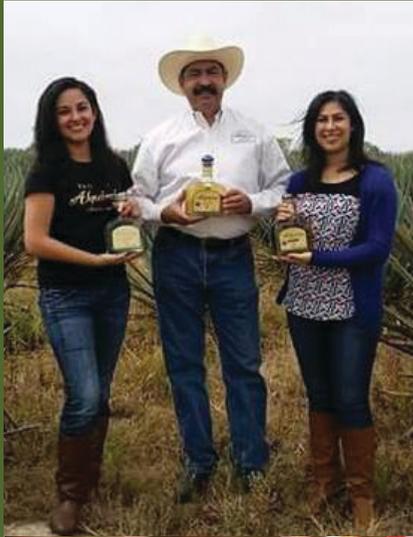
- 1 ounce tequila
- Dash of Triple Sec
- Juice of 1/2 lime or lemon
- Pour over crushed ice, stir.
- Rub the rim of a stem glass with rind of lemon or lime, spin in salt pour, and sip.



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□ TOTAL U.S. SHOPPERS ■ HISPANIC SHOPPERS

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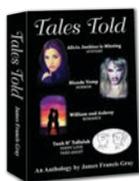
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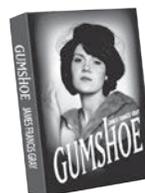
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**"IN SEARCH OF THE BABES-
SEE PAGE 143**

*Author's Note: I said to my
wife while penning this
ditty, "I have to put myself
into the mindset of a boy,
15." And she said,
"You are a boy, 15."*



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