

FORT BEND PEOPLE • PLACES • HAPPENINGS focus™

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CONTRIBUTORS



Nick Nicholson
Entertainment Editor
Pages 14 & 44



Will Hardee
Hardee Investment Group
Page 20



Jennifer L. Evans
absolutely! focus media
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Dr. Peter Osborne
Town Center Wellness
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Caron Lopez
Grand Windows & Interiors
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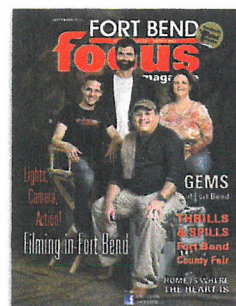
Lauren Dante Benoit
Writer
Page 66



Steve Kursar
Auto Enthusiast
Page 74



Alisa Murray
Alisa Murray Photography
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Filmmakers Kerry Beyer, Larry Wade Carrell, Michelle Mower and Wayne Slaten.
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BUSINESS BRIEFS

Republic Distributing Company To Distribute Fort Bend's IZKALI Tequila State-Wide



Sugar Land's Ignacio and Nydia Flores toast to the success of IZKALI Tequila, the new brand of tequila they created and introduced in 2011.

Sugar Land residents Ignacio and Nydia Flores have announced that Republic National Distributing Company (RNDC), the second largest beverage alcohol distributor of premium wine and spirits in the United States, will be distributing their IZKALI® Tequila in three expressions in Houston, and in a rolling launch, throughout Texas over the next 12 months.

IZKALI® Tequila is handcrafted at a Jalisco distillery of 100% blue agave, according to a formula created by Ignacio Flores, a highly talented and experienced food and beverage technologist. Ignacio and Nydia Flores are originally from Mexico but have lived in Sugar Land for over 20 years. They developed the concept together of a fine tequila based on tradition but made for the modern consumer. The word "izkali" means "to be born" in the Nahuatl or Aztec language.

IZKALI® is available in three expressions, according to the degree of aging of the beverage—silver, reposado and añejo. IZKALI® Añejo Tequila was awarded the Chairman's Trophy or Grand Prize this year in the Tequila Añejo competition at the Ultimate Spirits Challenge in New York City. In the same competition, IZKALI® Reposado Tequila won a Finalist award and IZKALI® Silver Tequila won a Strong Recommendation.

"Nydia and I wanted to create a fine tequila that expressed our experience growing up in Mexico, where tequila was paired with food for celebrations," explained Ignacio Flores, whose offices are in Stafford. "We wanted to open consumers' eyes and show them that tequila is for much more than just a margarita. It has been exciting to see our dream come to life and to merge the traditions of Mexico with the lifestyle of the modern consumer. We have created home tastings, similar to a wine dinner, to showcase how our tequila can enhance the flavors in food. We are excited about our partnership with RNDC. They are a great fit for our brand and, as IZKALI® is gaining popularity throughout the city of Houston, it is the right time to expand to the rest of the state." **f**