



BRAND PORTFOLIO

Wines, Spirits, Ciders & Non Alcoholic Beverages

ROCA
VINO DE AUTOR

VINOS
CUATRO
SOLES[®]
MÉXICO

VALLE REDONDO
CALIFORNIA[®]

VALLE REDONDO
D-VINO[®]

VALLE
REDONDO

HERODES
el MEZCAL
Oaxaca

DIEGA[®]
GINEBRA

FIREBALL[®]
CINNAMON WHISKY

BOTRAN[®]
PURE CANE GUATEMALAN RUM

Sunset
Cooler

SISI[®]

FARMER-OWNED
TREETOP[®]
SINCE 1960

By Natura[®]
PREMIUM

SORRELLA
FRUTTÈ[®]

Finest
CAL[®]
Premium

REAL[®]
INFUSED EXOTICS[®]

FOSS MARAI[®]

NORTON
DESDE 1895

VITTORE

COCKTAILS
CITRUS[®]
SECRET



Our mission as a company is to offer the best products to our consumers all around the world.

With a close collaboration with our vendors, clients, partners and consumers, a full commitment with quality, paying attention to every detail, a top-of-the-line infrastructure to produce a wide variety of beverages, new formats and a special focus on innovation, **Valle Redondo** stands out in a highly competitive industry.

A family legacy built on trust, excellence, passion and love for what we do every day: create and grow long-lasting relationships, embracing changes and adapting to our clients and consumers needs.



ALCOHOLIC BEVERAGES

WINES

ROCA
POR VIN
VINO DE AUTOR

Signature wine with a limited production of numbered and signed bottles.

Roca was born as a tribute to the family's Nonna and marks Valle Redondo's first venture into high-end signature wines. It represents the winemaking expertise of Don Alejandro Cetto Roca and the passion of his sons, Alejandro and Maurizio. Together, they craft a unique blend from the best grapes of each harvest, creating a truly special edition.

2025 Vintage

Cabernet Sauvignon & Merlot with an elegant aging in French oak barrels. Limited production of 6,000 bottles, individually numbered, signed, and certified by the Cetto Family.



Red Wine
750 ml
13% Alc. Vol.



VINOS CU4TRO SOLES[®] MÉXICO

The Top Seller Mexican Wine Brand.

Easy to drink and perfect for those starting their wine journey, without rules, complications or formality.

Cuatro Soles makes wine accessible and enjoyable for everyone. Each variety expresses its own personality and style creating an easy and inviting experience for new wine lovers.

750ml

Sparkling



White



Rosé
9% Alc. Vol.



Red



Sangria
5% Alc. Vol.

Fruity



Red
10% Alc. Vol.



White
11% Alc. Vol.



Blanc de Zinfandel Rosé
8% Alc. Vol.



Merlot Red
12.5% Alc. Vol.



Cabernet Sauvignon
12.5% Alc. Vol.





VALLE REDONDO CALIFORNIA®

The preferred choice for bars and restaurants, thanks to its convenient packaging easy to transport, store, and open without a corkscrew.

Proudly made in Mexico with a selection of the finest Mexican, Argentine and Chilean wines, California delivers fresh, fruity, and aromatic profiles.



White



Red



Sangria

Tetrapak 946ml
Bag in Box 3,000 / 5,000
Glass 4,000
10% Alc.Vol.



Red



White



Red





White



Rosé



Red



Breaking “traditional paradigms” with a wine in a can. Fresh, fruity wines with a light touch of bubbles, available in three varieties: White, Rosé, and Red.

Its versatile, single-serve packaging makes it easy to take anywhere and enjoy without glasses or a corkscrew equivalent to two glasses of wine without opening a full bottle.

A wine without complications, free from old rules or pretensions, ready to be enjoyed anywhere, anytime. The new way to experience wine.

355ml
10% Alc. Vol.





Norton reflects the essence of Mendoza, Argentina, through a portfolio featuring diverse expressions and grape varieties. With Malbec front and center alongside other signature grapes, its labels range from fresh, fruity styles to wines of greater complexity, structure, and character offering a portfolio built to accompany consumers from their first taste of Argentine wine to its most sophisticated, high-value expressions.

750ml
14% Alc.Vol.
14.5% Alc.Vol.
14% Alc.Vol.
14% Alc.Vol.



Norton Malbec



Norton Reserva Malbec



Norton Select Malbec



Norton D.O.C. Malbec



CIDERS



White



Rosé



White



Rosé

One of Valle Redondo's greatest traditions is, without a doubt, cider. This naturally sparkling, low-alcohol beverage is obtained through the fermentation of apple juice—and in the case of Rosé Cider, a blend of apple and grapes.

Since 1970, our ciders have been crafted with the finest Mexican apples, preserving the same traditional production process. The perfect choice to share with family and friends during the holidays and festive occasions.

700ml
1,700ml
3% Alc. Vol.



SPIRITS

HERODES
el MEZCAL
Oaxaca

The true and original premium Mexican mezcal, inspired by the first producers and their deep-rooted traditions. Crafted in small artisanal batches, it is proudly authentic and cultural.

No fancy bottles, no celebrity endorsements, no fabricated stories just pure artisanal mezcal.

700ml
40% Alc.Vol.



Joven



Reposado



Ofrenda
-Special Edition-





Yellow
Lemon verbena
Chamomile
Lemon



Pink
Strawberry
Rose petals
Lavender



Green
Cucumber
Lemon
Rosemary

DIEGA®

GINEBRA

A premium Mexican gin, following a 100% organic and sustainable farming model.

Its production is a three-month process that begins with a distillate of corn, wheat, sorghum, or rye, infused with juniper and other botanicals.

**750ml
40% Alc.Vol.**





FIREBALL[®]

CINNAMON WHISKY



**Whisky liqueur with spicy cinnamon
that starts the party.**

Perfect for shots or cocktails

The way to ignite the night

50ml / 6 Pack
200 ml
750 ml
1,750 ml
33% Alc.Vol.





BOTRAN®

PURE CANE GUATEMALAN RUM

Botran has transformed rum-making into an art, producing aged rums through the combination of high-quality raw materials and a dynamic aging system adapted from the solera method.

While most rums around the world are made from molasses (a by-product of sugarcane) only three rum brands globally, including Botran, craft their rums from virgin sugarcane honey (first extraction), ensuring the highest quality in every drop.



Botran 5



Botran 8



Botran 12



Botran 15

Special Edition



Botran 18



Botran
Ex Agave



Botran
Guatemalan

8 years - 18 years
Special Edition
700ml
40% Alc.Vol.



OTHERS



**Cool
Berry**

**Strawberry
kiwi**

**Passion
Berry**

**Soft
Peach**

**Kristal
Lemonade**



Wine-based cooler with a light sparkle. Fruity, colorful, and easy to drink, perfect for young generations.

Perfect to enjoy on its own or to add a touch of color and flavor to cocktails.

750ml
5% Alc. Vol.





SISI[®]

Sisi is a Mexican liqueur that combines great quality with convenient value.

The Sisi Herbal Liqueur is crafted with a unique blend of fruits, citrus, and spices, making it the perfect choice for preparing the iconic Carajillo. Its smooth and versatile profile also allows it to be enjoyed in a variety of cocktails or simply on its own.

Designed with bartenders in mind, the bottle's ergonomic shape ensures easy handling and pouring behind the bar. With Sisi, every cocktail becomes effortless, consistent, and full of flavor.

1,000 ml
31% Alc. Vol.





VITTORE

Born in Valencia, Spain, Vittore embodies the vermouth tradition in two distinct styles: Red, rich and aromatic, and White, fresh and balanced. Characterized by its boldness and versatility, it is ideal as an aperitif or as a great base for cocktails.

750ml
15% Alc.Vol.



Vermut Vittore
Rojo- dorado



Vermut Vittore
Blanco





COCKTAILS
CITRUS[®] SECRET

Of Spanish origin, Citrus Secret offers a modern, refreshing take through two expressions: Lemon & Yuzu and Orange. Featuring vibrant, versatile citrus profiles, they are crafted to create crisp Spritzes and contemporary cocktails.

750ml
 8.5% Alc.Vol.
 5% Alc.Vol.



Agua de Valencia



Citrus Secret





From Valdobbiadene, Italy, Foss Marai presents four sparkling wines with distinct profiles: Prosecco D.O.C. Extra Dry, fresh and versatile; Marai de Marai Brut, fruity and balanced; Roös Brut, crisp and vibrant; and Marai de Marai Ultra Brut, dry, elegant, and refined. A collection that reflects Italian tradition and pairs seamlessly with everything from appetizers and fine dining to celebrations and special occasions.

750ml
11,0% Alc.Vol.



**Prosecco
D.O.C. EXTRA DRY**



**Marai de Marai
Brut**



**Roös
spumante
brut rosato**



**Marai de Marai
ultrabrut**





NON ALCOHOLIC BEVERAGES

JUICES



Founded in 1960 as a growers' cooperative in Washington State, Tree Top has been dedicated since its origin to crafting high-quality products, bringing the benefits of apples across the United States and abroad.

Tree Top Apple Juice is 100% natural, with no added sugar, preservatives, or artificial flavors. Free from warning labels, it offers reduced calories without sweeteners, flavorings, or added sugars.

200 ml
946 ml



Apple Juice





200 ml
946 ml

Pineapple
Juice

Mango

Grape

Apple

Orange

A brand of 100% natural juices that brings the best of the field to your table without added sugar, preservatives, or artificial flavors.

Committed to the health and well-being our families.

Since they are 100% natural juices, they are free from warning labels, unlike nectars and other common beverages in the market.



Apple



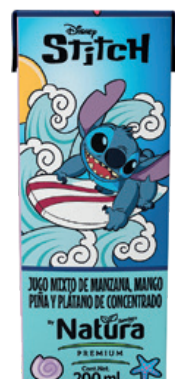
Grape



Mango



Orange



Mix Fruit
Apple
Mango
Pineapple
Banana





SONRISA
FRUTTÉ®

Is the brand of 100% natural sparkling juices, ideal for any occasion, family gatherings, toasts, celebrations with friends, or simply for the pleasure of enjoying.

Made from Mexican grapes and apples, with no alcohol, no added sugar, and no preservatives.

700 ml



Apple



Grape



MIXERS



Real is a premium line of fruit purée-infused syrups designed to add flavor and convenience to cocktails, beverages, desserts, and recipes. An easy way to elevate every creation with unique flavors.

500 ml

Real mango puree - Real passion fruit puree - Real prickly pear puree - Real guava puree - Real strawberry puree - Real kiwi puree - Real lychee puree - Real pumpkin puree - Real banana puree - Real ginger infused syrup - Real cream of coconut - Real watermelon puree - Real blackberry puree - Real raspberry puree - Real hazelnut puree - Real blueberry puree - Real black cherry puree - Real pineapple puree - Real vanilla puree - Real apple puree - Real peach puree - Real yuzu citrus blend - Real agave puree





Elderflower



Mango



Margarita



Blue Curacao



Sweet & Sour



Strawberry



Lime Juice



Piña Colada



Passion Fruit



Triple Sec

Finest Call selects the finest fruits from around the world to guarantee an unmatched cocktail experience, delivering perfect consistency in every bottle and helping to standardize bar service.

Its FDA approved processing method provides a more intense flavor, enhanced color profile, and extended shelf life without the need for preservatives or freezing. For over 20 years, this has made Finest Call the most trusted mixer brand worldwide.



Watermelon



Wild Berry



Peach

1,000 ml





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