



Margarita  
Madness®

The Art *of the* Margarita  
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Chili's Guide  
To Creating  
The Perfect  
Margarita

### **The Making of a Masterpiece**

The Margarita was invented by Margarita Samas in 1948 during a poolside party at her Acapulco vacation house. Sitting beside her pool, Margarita started mixing her two favorite spirits, Cointreau® & tequila, together. The result was simply called “the drink” until Margarita’s husband presented her w/glassware w/her name etched on it — & the “Margarita” was born.

Create your own Margarita masterpiece  
at [www.chilismargaritamadness.com](http://www.chilismargaritamadness.com).  
You could win a trip for two to Mexico!

# Margarita Madness

1.

## The Key Ingredient

The Margarita would have never happened if it wasn't for tequila. Derived from the agave plant, this all-important ingredient got its name from a small town outside of Guadalajara, aptly called Tequila. The land around Tequila is rich w/volcanic soil, creating ideal conditions for growing the agave plant & therefore producing the famous spirit. Over the years, tequila has grown immensely popular, especially in America. In fact, the U.S. now consumes more tequila than any other country in the world — including Mexico!



# Chili's Tequilas

## 2.

There are three different types of tequila, each distinguished by its age. The three varieties are Blanco (not aged), Reposado (aged from three to 12 months) & Añejo (aged longer than 12 months). And while Blanco, Reposado & Añejo have some similarities, the kind of tequila you choose can dramatically affect the flavor of your Margarita. Here's a cheat sheet for the tequilas Chili's uses.

**1800 Reposado®** — deep gold in color & featuring a mainstream flavor that is very smooth & mellow.

**Cuervo Tradicional®** — 100% blue agave tequila w/a cooked agave flavor & a warm, spicy finish.

**Don Julio® Blanco** — 100% blue agave double-distilled to achieve a balanced, quality taste that is light, clear & dry.

**Jose Cuervo Especial®** — sweet scent & flavor w/a hint of oak & vanilla.



**1800**  
TEQUILA



JOSE CUERVO  
**TRADICIONAL**  
TEQUILA



TEQUILA  
**Don Julio**  
BLANCO



**Cuervo**

# Chili's Tequilas



**Herradura Reposado®** — 100% blue agave tequila that blends the smooth taste of wood w/the distinct flavor of agave.



**Patrón® Silver** — a crystal-clear, ultra-premium tequila w/a taste that's light & smooth.



**Sauza Conmemorativo®** — powerful flavor w/a strong tequila taste.



**Sauza® Gold** — made from pure cane sugar w/a slightly sweeter aroma & taste.



**Sauza Hornitos®** — fruity aroma w/a taste that is both spicy & sweet.



**Sauza Tres Generaciones® Añejo** — full & balanced taste that starts w/a brown sugar sweetness & fades to a soft oak flavor.

# Chili's Liqueurs & Spirits

## 3.

Blue  
Curacao



Much like tequila, the choice of liqueurs is key when it comes to the flavor of a Margarita. Check out the liqueurs Chili's offers.

**Blue Curacao** — made from the dried peels of bitter oranges & comes in a variety of colors w/slight degrees of bitterness.

COINTREAU



**Cointreau** — a clear orange-flavored liqueur w/a bold sophistication & mildly bitter taste.

CHAMBORD



**Chambord®** — ruby red in color w/an intense flavor of black raspberries, fruits, herbs & honey.

Grand Marnier



**Grand Marnier®** — made from cognac & flavored w/the peels of bitter Haitian oranges, spices & vanilla.

GranGala



**GranGala®** — a smoother liqueur w/a sweet orange flavor.



# Chili's Liqueurs & Spirits

**Midori®** — a light, refreshing liqueur w/a green color & melon flavor.

**Triple sec** — a strong orange-flavored liqueur that is sweet but not excessively so.

## Brandy

**Presidente® Brandy** — a Mexican grape brandy w/a clear amber color & a delicate fruity flavor.

## Rum

**Bacardi O®** — flavored w/Mandarin oranges from Sicily & w/a bold, distinctive taste.

**Malibu®** — a sweet, Caribbean white rum w/a strong coconut aroma & taste.



MIDORI.



Triple  
Sec



PRESIDENTE



BACARDI.



# Chili's Mixers

While not as sexy as its tequila & liqueur brethren, the right mixer can make or break a Margarita. Chili's offers the following:

**Grenadine** — a strong red syrup used for sweetening.

**Lime juice** — provides a mildly bitter taste.

**Mango** — sweeter & more pulpy than most fruit, giving the Margarita a unique taste & texture.

**Orange juice** — gives Margaritas a slightly acidic, citrusy flavor.

**Pineapple juice** — adds a bit of sweetness to the Margarita.

**Sweet & sour** — made from lemon or lime juice & sugar syrup.

4.





# A Margarita For Every Mood

So now that you're a full-fledged Margarita expert, check out the ingredients in Chili's Margaritas & find the flavor that tickles your taste buds.

**New!**

## **Grand Select Margarita**

Made w/your choice of premium tequilas, Grand Marnier & a blend of fresh juices. For a limited time only.

## **Presidente Margarita®**

Made w/Sauza Conmemorativo Tequila, Cointreau & Presidente Brandy, served straight up or on the rocks.

## **El Niño®**

Made w/Herradura Reposado Tequila (100% blue agave), GranGala, Cointreau & fresh orange juice.

## **Jamaican Paradise**

Made w/Malibu Rum, Sauza Gold Tequila, Midori, Blue Curacao & sweet & sour.

## **Grand Margarita**

Made w/Cuervo Tradicional Tequila, Grand Marnier, sweet & sour & a splash of lime juice.

## **Top Shelf Flavored Margarita**

Made w/Sauza Gold Tequila, Cointreau & GranGala. Available in strawberry, mango & raspberry.

5.



# A Margarita For Every Mood



## **Top Shelf Margarita**

Made w/Sauza Gold Tequila, Cointreau & GranGala. Frozen or on the rocks. Spice it up w/a shot of Cointreau, Midori, GranGala, Chambord or Grand Marnier.



## **Blue Pacific Margarita®**

Made w/Sauza Conmemorativo Tequila, Cointreau & Blue Curacao.



## **La Prima Margarita**

Made w/Sauza Tres Generaciones Tequila, GranGala, Cointreau & sweet & sour.



## **Tropical Sunrise**

Made w/Sauza Hornitos Tequila, Midori melon liqueur, pineapple juice & a splash of grenadine.



## **Chambord® 1800**

Made w/1800 Reposado Tequila, Cointreau & Chambord raspberry liqueur.



## **Classic Margarita**

Made w/Jose Cuervo Especial Tequila, triple sec, sweet & sour & a splash of lime juice.



## **Reggae Sunsplash**

Made w/Bacardi O Rum, Grand Marnier, mango, orange juice, sweet & sour & grenadine.

# Create Your Own Margarita Masterpiece Contest Details

## 6.

### **Margarita Art Can Mean a Mexican Vacation!**

Go to [www.chilismargaritamadness.com](http://www.chilismargaritamadness.com) and submit your own "Margarita Art." All entries will be put to a vote online. The top five eligible vote getters will win an exciting trip for two to sunny Mexico! So get online and show off your artistic talent.

See [www.chilismargaritamadness.com](http://www.chilismargaritamadness.com) for details and contest rules.

### **Abbreviated Rules for Chili's Margarita Madness**

No purchase necessary to enter. Must be 21 or older and a legal U.S. resident of the 50 United States or District of Columbia to enter. Contest starts March 30, 2006, at 12:01 a.m. EST and ends June 22, 2006, at 11:59 p.m. EST. For official rules, including how to enter and a full prize description, visit [www.chilismargaritamadness.com](http://www.chilismargaritamadness.com). Void where prohibited. Sponsor: Brinker International Payroll Company, LP, a Brinker subsidiary, 6820 LBJ Freeway, Dallas, TX 75240.

**Drink Responsibly.**  
**Drive Responsibly.**



Don't forget to create  
your own Margarita  
masterpiece at

[www.chilismargaritamadness.com](http://www.chilismargaritamadness.com)

