



PROXIMO



2026

PORTFOLIO MANAGEMENT

On/Off Premise Standards



PROXIMO

TABLE OF CONTENTS

| | |
|---|------------|
| Proximo Overview | 5 |
| Home of Innovative Spirits | |
| AGAVE BRANDS | |
| Cuervo® Tequila | 29 |
| 1800® Tequila | 49 |
| Dobel® Tequila | 63 |
| Gran Centenario® Tequila | 75 |
| Gran Coramino® Tequila | 85 |
| JAJA® Tequila | 91 |
| 400 Conejos® Mezcal | 97 |
| Creyente® Mezcal | 105 |
| Cuervo® Margaritas | 111 |
| 1800® TUM | 121 |
| WHISKEY BRANDS | |
| Pendleton® Whisky | 127 |
| Bushmills® Irish Whiskey | 135 |
| Proper No. Twelve® Irish Whiskey | 147 |
| TINCUP® Mountain Whiskey | 153 |
| Stranahan's® American Single Malt Whiskey | 163 |
| Great Jones® Whiskey | 173 |
| Black Dirt® Apple Jack Brandy | 179 |
| PREMIUM BRANDS | |
| Three Olives® Vodka | 185 |
| Hangar 1® Vodka | 193 |
| The Kraken® Rum | 197 |
| Matusalem® Rum | 203 |
| Boodles® British Gin | 207 |
| Off-Premise Standards | 211 |
| Brand Driver Charts and Shelf Sets | |
| On-Premise Standards | 225 |
| Brand Driver Charts and Shelf Sets | |

HOME OF INNOVATIVE SPIRITS

Proximo is a premium spirits importer based in Jersey City, New Jersey. With just over eighteen years of business, the company's portfolio has already grown to more than 22 premium brands including: Jose Cuervo® Tequila; Reserva de la Familia® Tequila; 1800® Tequila; Gran Centenario® Tequila; Dobel® Tequila; Gran Coramino® Tequila; JAJA® Tequila; 400 Conejos® Mezcal; Creyente® Mezcal; Bushmills® Irish Whiskey; Proper No. Twelve® Irish Whiskey; Pendleton® Whisky; TINCUP® Mountain Whiskey; Stranahan's® American Single Malt Whiskey; Great Jones® Whiskey; Black Dirt® Apple Jack Brandy; Three Olives® Vodka; Hangar 1® Vodka; The Kraken® Rum; Matusalem® Rum and Boodles® British Gin.

Proximo, translated as "next" in Spanish, is the next major producer of innovative spirits marketing and new product development. The company continues to develop strong relationships with distributor partners in the U.S. and internationally, while accelerating the growth of its high-profile portfolio of award-winning, premium brands.



A GUY WALKS INTO A BAR...

In the crowded and hyper-competitive spirits market, each of our brands needs a few simple “reasons to believe” for distributors, retailers, bartenders and consumers alike.

There are three key points of differentiation for Proximo’s brands.

THREE REASONS TO BELIEVE

1. CREATE DESIRE

...HISTORY AND UNIQUE PERSPECTIVE

2. TELL A STORY

...THE BOTTLE PITCH

3. DELIGHT THE SENSES

...FLAVOR AND THE PERFECT SERVE

Brand pitches included are: Jose Cuervo Especial® Gold and Silver; Cuervo Devil’s Reserve™; Cuervo Tradicional® Blanco, Reposado, Añejo and Cristalino; Reserva de la Familia® Platino, Reposado, Cristalino and Extra Añejo; Authentic Jose Cuervo Margaritas®, Jose Cuervo Golden Margarita®, Jose Cuervo® Sparkling Cocktails and Classic Margarita; Jose Cuervo® 250 Aniversario; 1800® Blanco, Blanco High Proof, Reposado, Reposado High Proof, Añejo, Coconut, Cristalino, Guachimonton® and Milenio®; 1800 The Ultimate Margarita®; Maestro Dobel® Blanco, Reposado, Diamante®, Añejo, Pavito®, and Atelier®; Dobel® 50 Cristalino and Anniversary Series; Gran Centenario® Plata, Reposado, Añejo, Cristalino, Leyenda and Gallardo®; Gran Coramino® Tequila Cristalino, Reposado and Añejo; JAJA® Tequila Blanco, Reposado and Añejo; 400 Conejos® Mezcal Espadín, Tobalá, Cuishe, Reposado and Añejo; Creyente® Mezcal Espadín, Tobalá, Cuishe and Azul Añejo Cristalino; Bushmills® Irish Whiskey Original, Black Bush®, Bushmills® 10-Year, 12-Year, 16-Year, 21-Year, 25-Year and 30-Year Single Malts; Proper No. Twelve® Irish Whiskey and Irish Apple; Pendleton® Whisky, Midnight, 1910 Bourbon and Rye Whisky, and Directors’ Reserve; TINCUP® Straight Bourbon Whiskey, Straight Rye Whiskey, 6-Year American Whiskey, 10-Year Bourbon, Fourteener and Adventure Pack; Stranahan’s® American Single Malt Whiskey Blue Peak, Original, Sherry Cask, Diamond Peak and Mountain Angel 10- and 12-Year Old; Great Jones® Bourbon and Rye Whiskey; Black Dirt® Apple Jack Brandy; Three Olives® Vodka Unflavored, Cherry, Grape, and Espresso; Hangar 1® Vodka Straight; The Kraken® Black Spiced Rum and Gold Spiced Rum; Matusalem® Gran Reserva 15-Year Rum; Boodles® British Gin

PROXIMO'S PORTFOLIO

Cuervo

¡Cuervo!
DEVIL'S
RESERVE

1800
TEQUILA

GRAN
CENTENARIO.
TEQUILA

DOBEL
TEQUILA

Reserva
DE LA FAMILIA.
Jose Cuervo

CREYENTE
MEZCAL ARTESANAL

400 CONEJOS
—Mescal Artesanal—

CORAMINO
TEQUILA

Jose Cuervo
MARGARITAS

JAJA
TEQUILA 100% AGAVE ADUL

1800
—THE
ULTIMATE
MARGARITA

PENDLETON
WHISKY

PROPER
THE
TWELVE
IRISH WHISKEY

BUSHMILLS
IRISH WHISKEY

TINCUP
MOUNTAIN WHISKEY

ROCKY MOUNTAIN
Stranahan's
AMERICAN SINGLE MALT WHISKEY

NEW YORK NEW YORK
GREAT JONES
DISTILLING CO.

BE. CO. COBALT
Distillery

Three Olives
VODKA

Hangar 1
VODKA

BOODLES
EST. 1845
GIN
LONDON DRY
IMPORTED

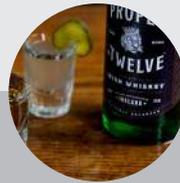
The KRAKEN
SPICED RUM

Mt. Salem
RUM

Jose Cuervo
COCKTAILS
SPARKLING

CATEGORY OVERVIEW

Each one of our brands represents a prominent player in its category and each has a unique character. Understanding our brands, what they represent and how they relate to consumers, is our strongest commitment.

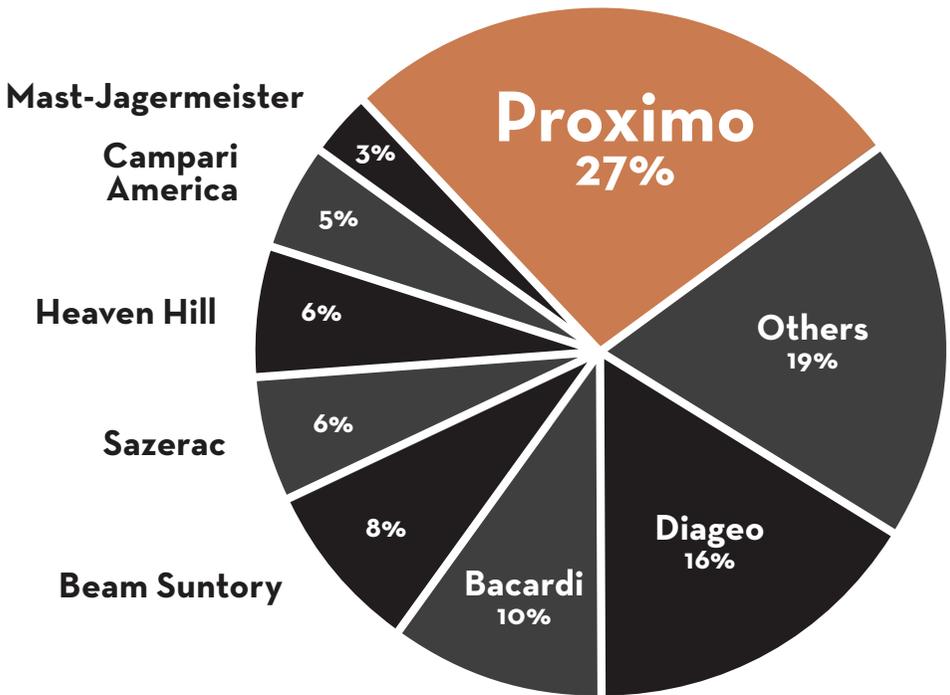


TEQUILA



U.S. TEQUILA MARKET (VOLUME)

SCALE: 30%



Source: Nielsen L52W ending July 2025

TEQUILA: OVERVIEW



| Brand | Cuervo Devil's Reserve™ | Jose Cuervo Especial® | Cuervo Tradicional® |
|--------------------|--|--|--|
| Role Summary | Recruit young consumers from outside of the category (LDA+) via flavored shot occasion. | World's #1 selling tequila and cornerstone brand of the company. (IWSR 2024) Recruit young consumers (LDA+) via shot occasion (Silver) and mixed drinks (Gold). | Cuervo's 100% de agave tequila, serves as a trade up from Jose Cuervo Especial®. |
| Target Market | Men/women, LDA-26 years old (shots and mixed drinks) | Men/women, LDA-26 years old (shots and mixed drinks) | Young male and female spirits drinkers from 21-35; split between general market (Blanco), 2nd Gen and Mexican American (Reposado/Añejo) |
| Occasion | Off: pre-party, home-gate On: party, tailgate | Off: pre-party On: party | Off: casual get-together, party On: social gathering |
| Distribution Focus | Off: neighborhood store, liquor (Indy/regional/NA), grocery (Indy/NA), convenience On: college town bars, sports bars, high-energy pubs, live music bars, neighborhood bars | Off: grocery, liquor, convenience On: all neighborhood and casual bars/restaurants, college bars, Mexican restaurants | Off: grocery, liquor On: casual bar/restaurants; Trad Blanco: all well placements; Trad Repo: everywhere Blanco well is placed; Trad Blanco/Repo only; arenas |
| Competitors | Fireball, Pink Whitney, Jägermeister | Sauza, El Jimador, Lunazul, Pueblo Viejo | Cazadores, Hornitos |



| Brand | 1800® Blanco | 1800® Reposado | 1800® Añejo | 1800® Coconut | 1800® Blanco High Proof 1800® Reposado High Proof |
|--------------------|--|---|--|--|---|
| Role Summary | Recognized in the tequila community as "best in its class", 1800° Blanco is the #1 super-premium tequila. (Nielsen S2W+AOC + Liquor Plus + Conv 7/12/25 / Tequila Premium) | Crafted with 100% blue Weber agave, and aged at least two months, Reposado is a trade up from Blanco. | 1800° Añejo is the original super-premium añejo tequila. | 1800° Coconut is the world's first and best selling flavor-infused tequila, infused with natural ripe coconut flavor. (Nielsen xAOC / L3/ Conv S2W Jul 2025) | 1800° High Proof 375 ml is aiming to become the reference in the category generating trial and experimentation: Try high proof without committing to the full bottle. |
| Target Market | Mostly multicultural men and women, 35-45 yo, urban consumers, aspirational trendsetters | Mostly multicultural men and women, 35-45 yo, urban and sub-urban consumers | Men and women 35+, high income (over 125K), Tequila connoisseurs | 25-30 yo, flavored spirits drinkers and spicy margarita enthusiasts | Cognac consumers, 35-45, mostly AFAM consumers looking for a bold taste |
| Occasion | Off: casual get-together, party On: social gathering, big night out | Off: everyday meals On: social gathering, special occasion | Off/On: special occasions On: informal meal | Off: casual get-together, party On: social gathering, big night out | On-the-go/convenience: tailgate, pre-game, and house party consumption occasions |
| Distribution Focus | Off: grocery, liquor, convenience On: casual dining, Mexican dining, casual bar, neighborhood bar | Off: grocery, liquor, convenience On: casual dining, Mexican dining, casual bar, neighborhood bar | Off: grocery, liquor, convenience On: casual dining, Mexican dining, casual bar, neighborhood bar | Off: liquor chain, state liquor, liquor Indy, grocery On: casual dining, local bar; (targeted subchannels) pool bar/restaurant, beach/lake bar/restaurant, rooftop bar/restaurant | Urban liquor channel and convenience stores |
| Competitors | Espolón , Teremana | Espolón , Teremana | Espolón , Teremana | 21 Seeds | Espolón , Teremana |



| Brand | Gran Centenario® | Dobel® |
|--------------------|---|--|
| Role Summary | Gran Centenario®, Mexico's best-selling tequila, has been carrying on Mexican traditions and heritage for centuries. Founded in 1857 by Lázaro Gallardo, the very first Tequila Master Distiller in history, Gran Centenario® is an award-winning 100% agave tequila crafted in the highlands of Jalisco, Mexico. <i>(WSR Volume Mexico 2024)</i> | Dobel® is an innovative brand with a distinguished product range. The line includes 1st to world, smoked and Pechuga silver tequilas, as well as the 1st ever Cristalino offerings. Dobel® Tequila is 100% blue agave sourced from a single family-owned estate and crafted in the volcanic lowlands of Tequila, Jalisco, Mexico. Its founder Juan Dobel, an 11th generation tequila producer, oversees every step of its production. |
| Target Market | Hispanics (Mexican-American) men / women 25-35 YO who seek out experiences based on four major pillars: unapologetically Mexican, smart, transformative and community driven. | Men/women 25-54 who believe life is meant for living. They have a discovery mentality and are usually the first among their friends to seek out new restaurants, bars and weekend adventures. They like to think they're on the leading edge and the first to find/try new things. |
| Occasion | Off: casual get-together with friends and/or family On: social gathering, casual dining, sports bars and beer gardens | Off: at home consumption in casual and/or formal get-togethers and dinner parties On: mid to high-energy group dinner and/or drink occasions |
| Distribution Focus | Off: liquor stores, grocery (not for Cristalino, Leyenda), mass (not for Cristalino, Leyenda), food and club (not for Cristalino, Leyenda) On: Mexican restaurants, soccer-viewing account (bars and restaurants showing Mexican National Team matches), cocktail bars (Repo/Añejo/Crist), casual/bar restaurants, arenas (Fútbol), fine dining (Crist/Ley/Gall) | Off: liquor stores, grocery, club On: fine dining /high-end Mexican restaurant, nightlife and high-energy bars, golf accounts (country clubs, golf courses, golf entertainment bars), cocktail bars, luxury hotels |
| Competitors | Teremana, Espolón, Cazadores, Herradura | Core: Don Julio, Patron, Lalo, Casamigos Luxury: Casa Dragones, Clase Azul |



| Brand | 1800® Cristalino | 1800 Guachimonton® | 1800 Milenio® | Reserva de la Familia® by Jose Cuervo® |
|--------------------|--|--|--|---|
| Role Summary | An ultra-premium crystal clear Añejo finished in port wine casks. | Ultra Luxury Añejo tequila that is first aged in American oak barrels and finished in orange tequila liqueur casks as a nod to the orange trees that once were cultivated in this part of Jalisco. | The ultimate luxury expression, extra-aged and matured in French oak cognac barrels. | Reserva de la Familia® is Cuervo's ultra-premium and luxury collection of artisanal small-batch tequilas and the crown jewel of the Cuervo family. Distilled in small batches and handcrafted with meticulous care, Reserva was originally shared only with the Cuervo family's closest friends and family. Rooted in more than 230 years of Tequila tradition, Reserva de la Familia® Extra Añejo was the first Extra Añejo tequila ever released. |
| Target Market | Upscale tequila drinkers, +25-40 who are knowledgeable about the alcoholic beverages; they consume and are willing to pay for high-end products | Upscale tequila drinkers, 30+ years old; New Lux tequila consumers. Modern explorers who are social, lead active lifestyles and are highly curious and discerning | Upscale tequila drinkers, men/women, 30+ years old; tequila connoisseurs | Upscale tequila drinkers, 35+ years old, tequila connoisseurs and collectors |
| Occasion | Off/On: going out with friends, special occasion or hosting friends at home | Off/On: special occasions | Off/On: special occasions | Off: gifting and special moments/occasions On: fine dining pairing and special occasions (birthdays, anniversaries, etc) |
| Distribution Focus | Off: liquor chain, liquor Indy, (Targeted Subchannel) high ACV luxury or high-indexing cristalino On: nightlife, Mexican restaurant, cocktail bar/lounge, fine dining, culinary craft dining. (Targeted Subchannels) upscale \$100+ SKUs accounts - upscale Mexican, high-energy nightlife, high-energy multicultural bar/restaurant, gentleman's clubs | | | Off: high-end liquor On: high-end Mexican restaurant, upscale/modern restaurant, fine dining (Michelin-recognized), luxury hotels, clubs/lounges, country clubs (Extra Añejo) |
| Competitors | Don Julio 70, Herradura Ultra | Don Julio 1942 | Don Julio 1942, Clase Azul | Don Julio 1942, Clase Azul, Johnnie Walker Blue Label, Hennessy XO |

TEQUILA: OVERVIEW



| Brand | Gran Coramino® Reposado | Gran Coramino® Cristalino | Gran Coramino® Añejo |
|--------------------|---|---------------------------|----------------------|
| Role Summary | Gran Coramino®, founded by world-renowned entertainer, Kevin Hart, and 11th generation tequila maker, Juan D. Beckmann. With over 250 years of tequila-making expertise and relentless dedication to hard work, Gran Coramino® brings exceptionally high standards to the tequila category. | | |
| Target Market | \$80K+ HHI, 25-54, Leans Male, African-American/Black, Fans of Kevin Hart | | |
| Occasion | High-energy, celebratory occasions with medium/large gatherings | | |
| Distribution Focus | Off: Liquor Chain and Independents, High-Cognac Indexing On: Nightlife and select secondary subchannels where consumer spends his time (e.g., rooftop/poolside, Black/AA bars and lounges) | | |
| Competitors | Reposado and Cristalino: Casamigos, Don Julio, Patrón, 818, Cincoro, Hennessy, Remy, D'Usse Añejo: Don Julio 1942, Clase Azul, Cincoro, Hennessy, D'Usse, Remy | | |



| Brand | JAJA® Tequila |
|--------------------|---|
| Role Summary | We are a FUN, high-quality tequila and lifestyle brand, that is approachable to all and best understands the next generation of tequila drinkers. We take a light-hearted approach in everything we do – bringing a great tasting tequila and “long-weekend” energy to the everyday. |
| Target Market | Young tequila drinkers, 25-35 that live in big cities with an average income of 50 -75K per year. They are social, curious, decisive and thoughtful. Entertainers, love gatherings and having always a bottle in hand at home or parties is a must. They appreciate affordable luxury, choosing high-quality tequila that pairs well with their wallet. |
| Occasion | Off: casual get-together with friends and family, pre-party, beach and poolside parties On: social gathering, casual dining, celebration parties |
| Distribution Focus | Off: neighborhood store, liquor store, chains, club On: hospitality groups, Mexican restaurants, high-energy restaurants and bars, rooftop and outdoors, trendy new spots |
| Competitors | Espòln, Casamigos, Teremana, Don Julio, 818 |

MEZCAL: OVERVIEW



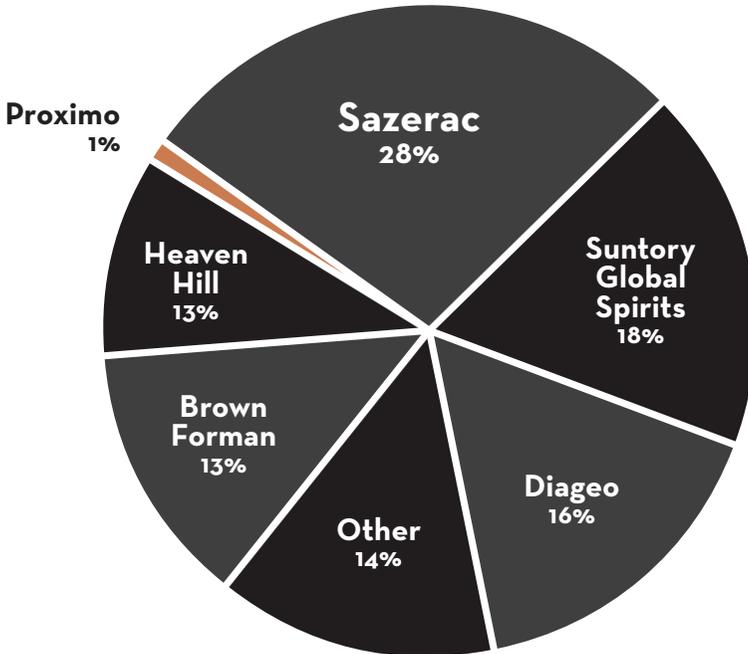
| | | |
|--------------------|---|--|
| Brand | Creyente® | 400 Conejos® |
| Role Summary | Creyente® is an exceptional mezcal with complexity and personality. It comes from a rich tradition of artisanal mezcal to create a remarkable new alchemy, blending distinctive agaves, regions and traits that give birth to an extraordinary mezcal. The role of Creyente® is to redefine luxury in mezcal. | 400 Conejos®, world's best-selling mezcal, is a premium mezcal at an approachable price point and is soft and easy to drink. It is produced using traditional methods and carries Mesoamerican traditions in every bottle. The role of 400 Conejos® is to democratize mezcal by making the category more accessible and showing that mezcal is approachable, fun, easy to drink. (IWSR 2024) |
| Target Market | M/F 25-44 who are looking for "out of the ordinary" craft brands that offer meaningful experiences and storytelling; discerning drinkers who savor the drinking moment and experience | M/F 23-34. Young and lively consumers who are curious about the mezcal category; they enjoy casual and high-energy drinking with friends |
| Occasion | Off: casual get-together On: social gathering | Off: casual get-together On: social gathering, informal meal, party |
| Distribution Focus | Off: high-index mezcal accounts, reserve and large liquor stores, neighborhood store On: (Core) mezcal bars, modern dining, cocktail bar; (Azul) upscale dining, high-energy accounts (nightclubs and bars) | Off: liquor stores, high-indexing mezcal accounts (Cuishe and Tobalá) On: cocktail bars, Mexican restaurants, casual dining restaurants, mezcal bars |
| Competitors | Montelobos, Casamigos, Ilegal, Dos Hombres | Del Maguey, Ilegal, El Silencio, Banhez, Monte Alban |



Our North American whiskeys are premium and ultra-premium, with a focus on authentic experiences. Each whiskey is unique in its own right.

- Whiskey is the largest value contributor to the U.S. spirits category and is a key component of almost every occasion.
- Stranahan's® is a craft-distilling and American Single Malt pioneer. As Colorado's original whiskey, it is redefining single malt standards with a liquid made using only the finest ingredients sourced from the Rocky Mountains.
- TINCUP® maintains high quality and authenticity with a lower price point, offering a choice of whiskey for varied occasions. You can choose from sweet, smooth TINCUP® Straight Bourbon or TINCUP® 6YR American Whiskey a marriage of straight bourbon from Indiana and Colorado Single Malt yielding a bold rye-spice flavor. Both liquids crafted with high-quality Rocky Mountain water and bottled at elevation, a nod to our home in the Rockies.
- Pendleton® Whisky is a premium spirit born of the great Northwest distilled from the finest northern grains in Canada and cut with pristine glacier-fed spring water from Oregon's tallest peak, Mt. Hood. Created to celebrate true western tradition.
- Great Jones® Distilling Co. was born from a desire to embody the best that New York has to offer. Manhattan's first whiskey distillery since Prohibition, Great Jones® celebrates New York in all its greatness and grit.
- Born and bred in New York, Black Dirt® hails from New York's first micro-distillery, making Applejack using apples grown from upstate NY's Black Dirt.

U.S. NA WHISKEY MARKET (VOLUME)



NORTH AMERICAN WHISK(E)Y: OVERVIEW



| Brand | Pendleton® Whisky | TINCUP® Mountain Whiskey | Stranahan's® American Single Malt Whiskey |
|--------------------|---|---|---|
| Role Summary | Pendleton® Whisky is a premium whisky born in the Great American West and steeped in True Western Tradition. It was made to honor one of the most famous and respected rodeos in the world, the Pendleton Round-Up. | TINCUP® is a classic American whiskey crafted with Rocky Mountain water and bottled at elevation – best enjoyed in the great outdoors after shared epic adventures. | The #1* and Most Awarded** American Single Malt and pioneer in this new, exciting category of whiskey, Stranahan's® was Colorado's first legal whiskey distillery since Prohibition and the state's 1st Rocky Mountain Single Malt. This whiskey speaks to consumers that want an authentic and high-quality whiskey that utilizes local ingredients. <small>(*Source: Nielsen XAOC-LIQUOR+CONV IS2 Weekly - 7/13/24) (**Source: Claims based on 2020 – 2024 award results; third-party audit conducted by Avid Marketing Group)</small> |
| Target Market | Men, 25-54 years old; Blue Collar but varied income/education; whiskey enthusiasts; find comfort in great outdoors; embrace Western lifestyle and values; weekday hard worker; weekend tailgater, hunter/fisher; free time is spent with friends/family being social, watching sports, outdoor grilling | Men and women, 25+ years old; Bourbon and whiskey enthusiasts, outdoor adventurers | Men, 35+ years old; whiskey aficionados, bourbon drinkers, single malt Scotch drinkers |
| Occasion | Off: casual get-together, outdoor firepit, reward for accomplishments, relax, unwind On: social gathering | Off: casual get-together, relax and unwind On: informal meal, social gathering, relax and unwind | Off: for the connoisseurs making expert cocktails or sipping neat, when only the finest whiskeys will do On: premium and classic cocktails at whiskey bars, cocktail clubs, restaurant bars and golf course/country clubs |
| Distribution Focus | Off: neighborhood store, grocery, supercenter On: saloon, country bar, sports bar, neighborhood/casual bar | Off: neighborhood store, grocery, supercenter On: casual dining, fine dining, sports bar, neighborhood/casual bar, outdoor dining and dog-friendly accounts | Off: grocery, liquor, independent and regional chains On: casual dining, sports bar, casual bar |
| Competitors | Crown Royal, Jack Daniel's, Jim Beam | Bulleit, Maker's Mark, Buffalo Trace, Jack Daniels | High West, Westland, Westward, Booker's, Macallan 12, Woodford Reserve |



| Brand | Black Dirt® Apple Jack Brandy | Great Jones® Bourbon and Rye Whiskeys |
|--------------------|---|---|
| Role Summary | A premium craft Applejack, made from 100% NY State grown, whole fruit apples distilled, aged and bottled. | Great Jones® embodies the grit and greatness of New Yorkers; a super-premium whiskey made for a new generation of whiskey drinkers who are still writing their life story and want to break free from the expected to find something greater. |
| Target Market | Men/women, 24+ years old | Men and women 25+ "Experience collectors:" trendsetters who value unique and authentic experiences |
| Occasion | Off: appreciate and wind-down moments with friends and family or by yourself On: lower-energy occasions, enjoyed on the rocks or as part of an elevated cocktail | Off: celebratory moments, reward for accomplishments, unwind with friends or by yourself On: social gathering, relax and unwind, special occasions |
| Distribution Focus | Off: independent and national accounts On: cocktail bars/lounges, premium dining/hotels | Off: premium liquor stores On: on-trend restaurants and cocktail bars, modern prestige, upscale hotels |
| Competitors | Laird's AppleJack, St. George California Reserve Apple Brandy, Copper & Kings American Apple Brandy | Woodford, Hudson, Knob Creek, Widow Jane, Jeffersons, High West |

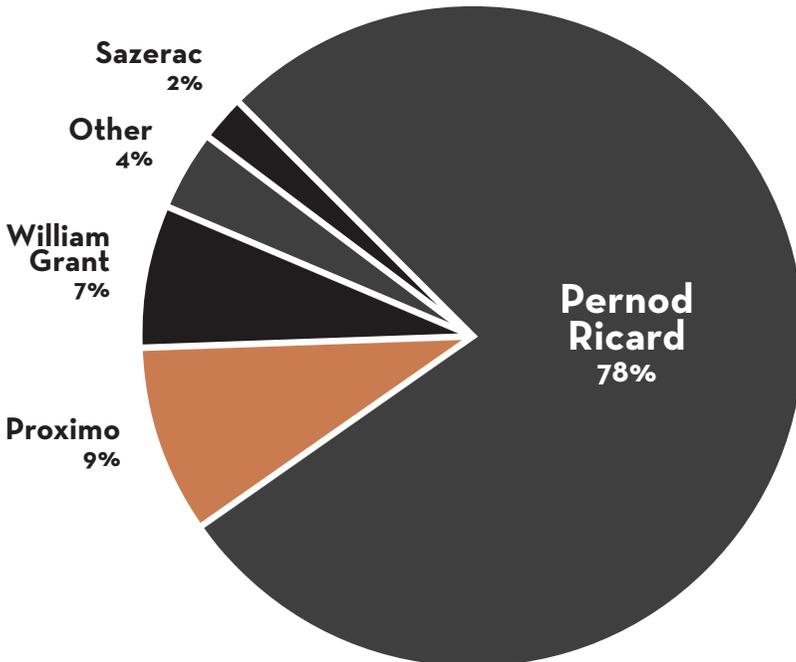
IRISH WHISKEY



Proximo is the fastest-growing supplier in Irish whiskey*, offering unique whiskeys for every occasion.

- In a healthy spirits category, whiskey is a key driver of overall spirits growth in value and volume.
- Reaching back to 1608, Bushmills® is the World's Oldest Licensed Whiskey Distillery, forging its own path as the original single malt and never conforming to trends or compromising on quality.
- Proper No. Twelve® is a blend of real Dublin character and smooth Irish taste.

U.S. IRISH WHISKEY MARKET (VOLUME)



IRISH WHISKEY: OVERVIEW



| Brand | Bushmills® Irish Whiskey | Proper No. Twelve® Irish Whiskey |
|--------------------|--|---|
| Role Summary | <p>The world's oldest licensed whiskey distillery and in production since 1608 from the far northern corner of Ireland, generations have passed down an ancient distilling tradition: Irish single malt whiskey - from before it was even called "single malt." As trends and tastes changed, as world wars, fires or famines reigned, we were resolute in preserving this original single malt whiskey, our whiskey.</p> <p>Unlike other Irish whiskey, every single drop of Bushmills® either contains a high proportion of single malt or is 100% single malt, representing our steadfast commitment to this original style of whiskey.</p> | <p>Proper No. Twelve® is the only brand with the fight, irreverence and the charisma to shake-up a boring whiskey landscape. A brand born against the odds in the cauldron of Dublin 12 but fortified by an unbreakable community and a steadfast Irish attitude. We will inspire, excite and entice the next generation of whiskey drinkers.</p> <p>From Ireland, we've found our community. From community, we've found our strength. From strength, we've found our swagger.</p> |
| Target Market | 25-45 years old \$100K HHI, who want "craft" quality but only from authentic and credible brands. They demand quality from their whiskey, but expect versatility as they drink casually with friends, spend up on gifts and special moments and seek out fine craft cocktails. | Men and women, 21-34 years old; Sports fans and whiskey drinkers |
| Occasion | <p>Off (Blends): sharing good whiskey at home with friends, making cocktails for a party or special occasions Off (Single Malt): for the connoisseurs making expert cocktails or sipping neat, when only the finest whiskeys will do</p> <p>On: premium and classic cocktails at whiskey bars, cocktail clubs, restaurant bars and golf course/country clubs</p> | <p>Off: while pre-gaming to get the night started and during social gatherings with a group of friends (i.e. tailgating), enjoyed as a mixed drink or shot</p> <p>On: set the tone with group shots while watching sports or enjoying lively social gatherings with friends</p> |
| Distribution Focus | <p>Off (Blends): liquor and grocery Off (Single Malt): wherever single malt whiskey is sold</p> <p>On: Irish pubs, whiskey bars, cocktail clubs, restaurant bars and golf course/country clubs</p> | <p>Off: independent liquor, liquor chains, grocery, drug stores</p> <p>On: sports bars, Irish pubs, neighborhood bars, casual bars and local pubs, guy hangouts, sport arenas, iHub accounts, casual dining</p> |
| Competitors | (Blends) Jameson Original, Jameson Black Barrel, Tullamore Dew (Single Malts) Redbreast, Macallan, Johnnie Walker | Jameson Original, Tullamore, Jack Daniel's, Jim Beam, Crown Royal, Fireball |

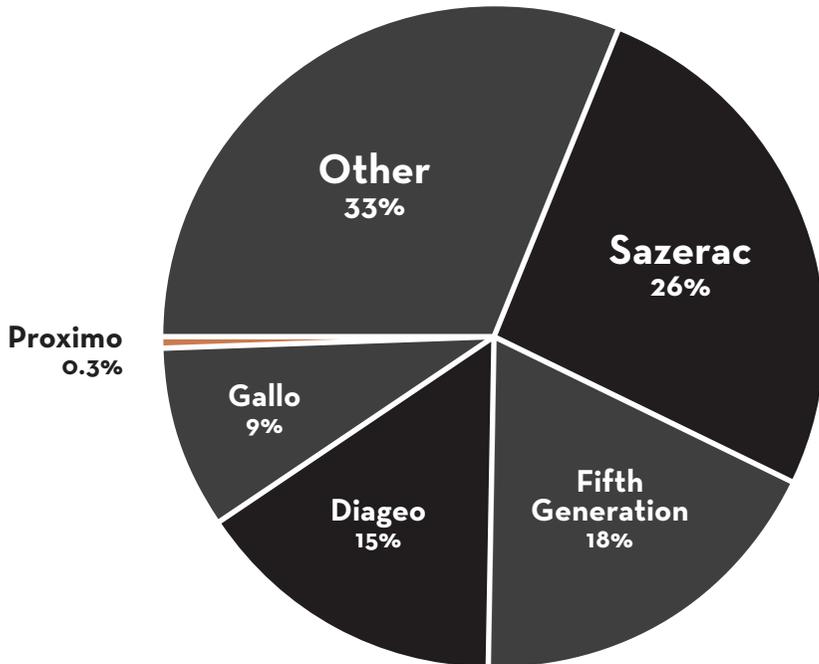
VODKA



Proximo offers value, premium and super-premium vodkas to satisfy every occasion.

- Introducing our smooth new Three Olives® Vodka, made in the U.S.A. with 100 calories or less, zero sugar, gluten-free and a slate of 11 award-winning flavors. We've got you covered from boozy brunch to happy hour and late night.
- While Three Olives® Vodka (TOV) has experienced a decline over time, the brand has seen growth in both value and share across Espresso (+13% \$), Berry (+15% \$) and Vanilla (+11% \$) FLAVORS. (Source: VIP Depletions, 2018-2024, Nielsen XAOX+Liquor Plus+Conv, 52 W/E 3.14.24)
- Vodka is the 2nd largest U.S. spirits category, on par with whiskey, and TOV ranks #9 nationally in the mid-price category out of 276 competitors. (Source: Nielsen XAOX+Liquor Plus+Conv, 52 W/E 3.14.24)
- Hangar 1® is the California Vodka done in the California way. That is not only our motto; it's our way of life. California is our home and our terroir, and we'll continue to draw upon it for endless inspiration, ingredients and innovation.

U.S. VODKA MARKET (VOLUME)



VODKA: OVERVIEW



| | |
|--------------------|---|
| Brand | Three Olives® Vodka |
| Role Summary | Positioned as the original vodka for martinis, Three Olives® Vodka celebrates and is celebrated for its simple approach to quality and taste. |
| Target Market | While our broad audience target is all U.S. vodka drinkers, we are specifically focused on driving awareness and recruitment with Millennial women (25-44 year-old) consumers as they are the primary category consumers. |
| Occasion | Three Olives® Vodka is made to elevate the everyday – the kind of vodka that turns simple moments into something worth savoring. Whether you’re mixing-up an easy cocktail for a night in, shaking martinis before heading out or raising a glass just because, Three Olives® is your go-to for smooth, great-tasting drinks that fit every occasion, big or small. |
| Distribution Focus | <ul style="list-style-type: none"> Off: regional chain grocery, mass/club, independent liquor, chain liquor On: casual dining, sports bars, outdoor bars, high-energy bars |
| Competitors | Smirnoff, Svedka, Skyy, New Amsterdam |



| | |
|--------------------|---|
| Brand | Hangar 1® Vodka |
| Role Summary | An authentic, all-American vodka made one batch at a time using all-natural fruits sourced locally; caters to discerning palates and craft cocktail enthusiasts; modern, urbane appeal. |
| Target Market | Men/women, 25-40 years old; discerning and affluent urbanites who seek-out new brands with unique and authentic stories to tell |
| Occasion | <p>Off: everyday meals, casual get-together, casual hosting, party</p> <p>On: social gathering, big night out</p> |
| Distribution Focus | <p>Off: grocery, supercenter, club, neighborhood store, large liquor store, discount</p> <p>On: casual bar, sports bar, nightclub, casual dining</p> |
| Competitors | Tito’s, Grey Goose, Ketel One, Belvedere, Ciroc |

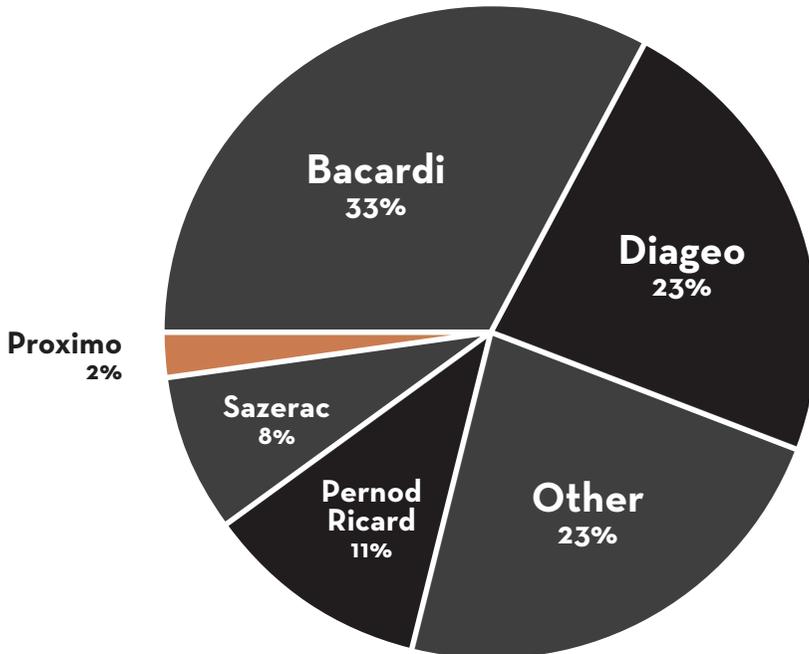
RUM



Proximo has a growing presence in the light, dark and flavored rum categories. Our brands have compelling, unique stories to tell, serving to further differentiate them from the pack.

- The Kraken® is the category leader within the premium rum category (19.3%). (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- The Kraken® Black Spiced Rum is the category leader in dark rum (13.1%) and dominates the premium dark spiced rum category at 97.4%. (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- The Kraken® is the world's first black spiced rum. Introduced in 2010, The Kraken® is created from unique Caribbean rum blended with secret spices. (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- Matusalem® Rum is a premium rum with rich history. It is the first rum to use the Solera blending process.

U.S. RUM MARKET (VOLUME)



RUM: OVERVIEW



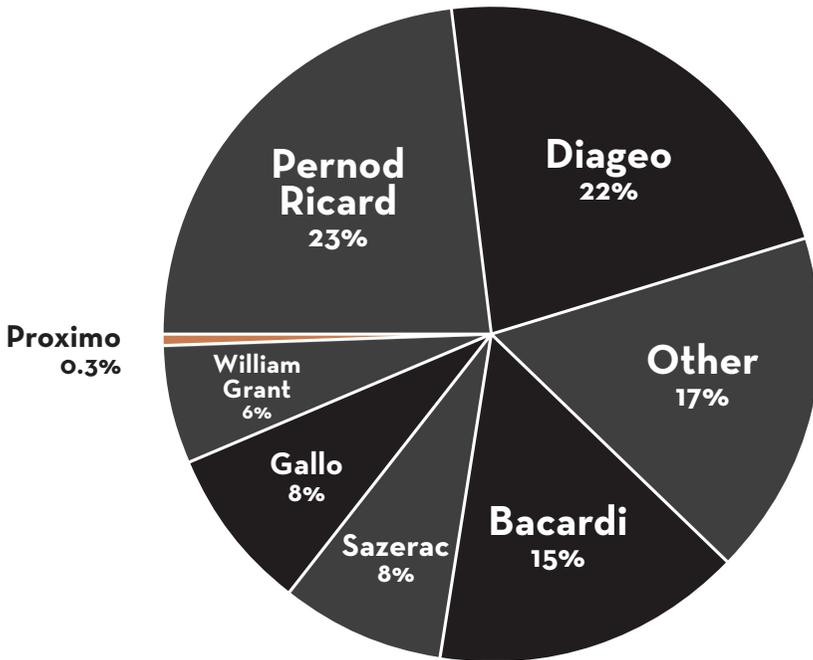
| Brand | The Kraken® Black Spiced Rum | The Kraken® Gold Spiced Rum | Matusalem® 15 Year, 18 Year and 23 Year Gran Reserva Rum |
|--------------------|--|---|---|
| Role Summary | A lone ship, carrying barrels of spiced rum across the Caribbean, was viciously attacked by the massive tentacles and colossal strength of an unknown beast. All aboard the doomed vessel were dragged into the watery depths, never to be seen again. We now know this dreaded beast to be The Kraken. All but one of the rum barrels was destroyed in the carnage. Stained by the ink of The Beast, the surviving barrel came to be known as "The Kraken® Rum." It is now known as a sacred libation of unparalleled flavor and darkness. Made from unique Caribbean black spiced rum. Dark as hell. Smooth as your descent into it. | Aged in the Kraken's very own keep, The Beast has kept this golden treasure all to itself. Sinking any sailor foolish enough to try and plunder its bounty, this gold spiced rum has remained locked away for years...until now. With notes of cinnamon and vanilla, this bounty goes down smooth...like a ship to the bottom of the ocean. | This Solera rum is perfect for those seeking exceptional quality in flavor; competing in the sipping category (aged rums, cognacs, single malt Scotch). |
| Target Market | Target Adults 21-54 - Psychographic Maverick: an adventurous, risk-taker that charges head-first into the unknown | Target Adults 21-54 - Psychographic Maverick: an adventurous, risk-taker that charges head-first into the unknown | Men, 35+ years old; rum connoisseurs; cognac and single malt Scotch drinkers |
| Occasion | Off: casual get-together, social gathering, party On: neighborhood bars, dive bars, sports bars and tiki bars | Off: casual get-together, social gathering, party On: neighborhood bars, dive bars, sports bars and tiki bars | Off/On: special occasion On: informal meal |
| Distribution Focus | Off: chains, independent, grocery, liquor store On: neighborhood bars, dive bars, sports bars and tiki bars | Off: chains, independent, grocery, liquor store On: neighborhood bars, dive bars, sports bars and tiki bars | Off: club, reserve and large liquor stores On: fine dining, nightclubs, casual dining |
| Competitors | Captain Morgan, Sailor Jerry, Admiral Nelson | Captain Morgan, Sailor Jerry, Bacardi | Ron Zacapa Centenario, Vizzaya Rum, Zaya Gran Reserva Rum, Flor de Caña Centenario |



Boodles® British Gin is experiencing double-digit growth after a powerful global relaunch.

- Premium and ultra-premium are driving the growth in gin. Most volume sales are at the premium level.
- Boodles® is ideally-positioned to grow with the category, priced at the top-end of the premium level.

U.S. GIN MARKET (VOLUME)



GIN: OVERVIEW



| | |
|--------------------|---|
| Brand | Boodles® Gin |
| Role Summary | A proper British gin that is relevant (premium but not extravagant) and unique. Ideal for classic cocktails. |
| Target Market | Men/women, 25+ years old; traditional gin drinkers, cocktail enthusiasts |
| Occasion | Off: everyday meals, casual get-together, party On: informal meal, relax and unwind, social gathering |
| Distribution Focus | Off: grocery, supercenter, club, large liquor store, neighborhood store On: casual dining, fine dining, sports bar, neighborhood bar, casual bar |
| Competitors | Bombay Sapphire, Tanqueray, Hendrick's |

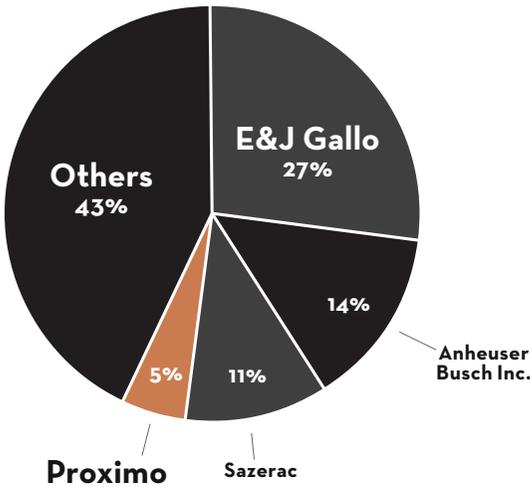
PREPARED COCKTAILS



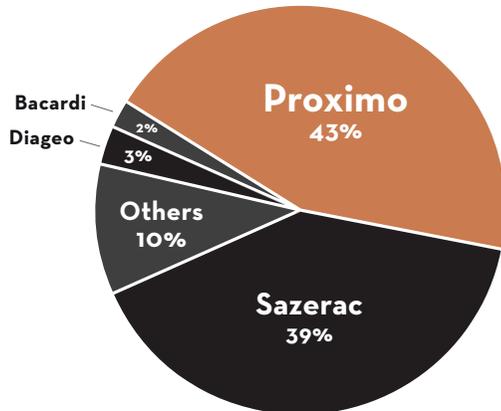
Proximo is a leader in PREPARED COCKTAILS.

- The Proximo Spirits portfolio is Top 5 in the Prepared Cocktails category
- Dominating in Ready-to-Serve with 43% of the segment

SHARE OF PREPARED COCKTAIL CATEGORY



SHARE OF READY-TO-SERVE



Source: L52W ending July 2025

PRICE INDEX LADDERS: RTS



PRICE INDEX LADDERS: RTD



Note: RTS indexed against Jose Cuervo® Authentic; RTD indexed against High Noon® Cans

MARGARITA MIX & PREPARED COCKTAILS: OVERVIEW



| Brand | Jose Cuervo® Sparkling Margarita | Authentic Jose Cuervo Margaritas® Double Strength | Authentic Jose Cuervo Margaritas® | Authentic Jose Cuervo Margaritas® Light | Jose Cuervo Golden Margarita® | 1800 The Ultimate Margarita® | Jose Cuervo Margarita Mix® | Jose Cuervo Margarita Mix® Light | |
|--------------------|--|---|---|---|---|--|---|---|--|
| Role Summary | Made with Jose Cuervo® Tequila, natural flavors, and lightly carbonated. Great for on-the-go occasions. | A higher ABV version of the world's best-selling prepared cocktail margarita. | The world's best-selling prepared cocktail margarita—perfect for at-home drinking and entertaining. *Source: Impact Databank 2024† | A lower calorie version of the world's best-selling prepared cocktail margarita—only 95 calories per serving. (Per serving: 140 calories, 18 g SUGAR, 18 g CARBS, 0 g FAT.) | A more premium prepared cocktail margarita blended with pure agave nectar for fuller flavor and kick. | 1800® Tequila's prepared cocktail margarita pre-mixed with premium tequila. | Non-alcoholic margarita mix. Just add Jose Cuervo® Tequila for the best-tasting margaritas. | Lower-calorie version of the non-alcoholic mix. Add Jose Cuervo® Tequila for best-tasting, low-cal margarita. | |
| Target Market | Millennial, and Gen X, skewing female, diverse, and middle income, looking for convenient canned cocktails | Gen Z and Millennials, skewing male, diverse and lower income, looking for high ABV cocktails | Gen X and Boomers, skewing female, non-diverse and middle income | Gen X and Boomers, skewing female, non-diverse and middle income, looking for less calorie cocktails | Gen X and Boomers, skewing female, non-diverse and middle income | Millennials and Gen X, skewing female, diverse and middle and high income | 21+ men and women looking for mix convenience | 21+ men and women who are branded value shoppers | |
| Occasion | On: social gathering | Off: casual get-together, party | Off: casual get-together, party | Off: casual get-together, party | On: social gathering | Off: casual get-together, party | Off: store, club, grocery, supercenter On: bar, sports bar, casual | | |
| Distribution Focus | Off: grocery, drug, supercenter, convenience On: bar, nightclub, casual | Off: chain grocery, regional grocery, large liquor, supercenter, club | | | | | | Off: store, club, drug, liquor, supercenter On: bar, sports bar, casual dining | |
| Competitors | Cutwater, Two Chicks, Cazadores RTDs, Devil's Backbone, Casa Azul, Casamigos RTDs | Beat Box | Rancho La Gloria, Chi-Chi's, LIQS, Uno Mas, Bota Rita Mix | Rancho La Gloria, Chi-Chi's, LIQS, Uno Mas, Bota Rita Mix, SkinnyGirl | Altos, SkinnyGirl | Altos, On the Rocks | Sauza, Salvador's, Mr & Mrs T, Finest Call | | |
| Sizes | 355ml | 375ml, 1.75L | 200ml, 375ml, 750ml, 1.75L | 200ml, 1.75L | 750ml, 1.75L | 1.75L only | 1.75L, 1L | | |
| Flavors | Classic Margarita, Paloma, Strawberry Margarita, Pink Lemonade | Double Strength Classic Lime and Double Strength Strawberry | 1.75L: Classic Lime, Strawberry Lime, Mango, Dragonfruit Lemonade, Raspberry Colada, Watermelon, Pink Lemonade, Coconut Pineapple, Tropical Paradise, Mistletoe 750ml: Classic Lime, Strawberry Lime 375ml: Classic Lime, Strawberry Lime 200ml: Classic Lime, Strawberry Lime, Mango, Watermelon, Pink Lemonade, Favorites Pack | 1.75L: Light Classic Lime, Light White Peach, Light Strawberry 200ml: Light Lime, Light White Peach | Classic Lime, Strawberry | Original Lime, Pineapple, Strawberry, Peach, Mango, Watermelon, Passionfruit, Light Lime | Classic Lime, Classic Lime Light, Strawberry, Pineapple, Classic 1% | Classic Lime | |



TEQUILAS, MEZCAL, & PREPARED COCKTAILS

Proximo takes great pride in creating fully-realized brand personalities. We realize that consumers connect with more than what's in the bottle. So, we innovate to build distinct personalities and cultures around each brand. This allows us to build relationships with consumers on all levels and in all media (and it's much more fun).

BRANDS

The logo for Cuervo, featuring the brand name in a stylized, gothic-style font.The logo for Cuervo Devils Reserve, featuring the brand name in a decorative, ornate font with floral flourishes.The logo for 1800 Tequila, featuring the number '1800' in a large, bold, serif font with a horizontal line underneath, and the word 'TEQUILA' in a smaller, sans-serif font below.The logo for Gran Centenario Tequila, featuring the words 'GRAN CENTENARIO.' in a serif font above the word 'TEQUILA' in a smaller, sans-serif font.The logo for Dobel Tequila, featuring the word 'DOBEL.' in a bold, sans-serif font above the word 'TEQUILA' in a smaller, sans-serif font.The logo for Reserva de la Familia Jose Cuervo, featuring the word 'Reserva' in a serif font inside a hexagonal border, with 'DE LA FAMILIA.' and 'Jose Cuervo.' in smaller fonts below.The logo for Crecente Mezcal Artesanal, featuring a stylized bird or creature icon above the word 'CRECENTE' in a bold, sans-serif font, with 'MEZCAL ARTESANAL' in a smaller font below.The logo for 400 Conejos Mezcal Artesanal, featuring a stylized rabbit icon above the text '400 CONEJOS' in a bold, sans-serif font, with 'Mezcal Artesanal' in a smaller font above.The logo for Coramino Tequila, featuring the word 'CORAMINO' in a serif font inside a circular border, with 'TEQUILA' in a smaller font below.The logo for Jose Cuervo Margaritas, featuring the brand name 'Jose Cuervo' in a stylized font above the word 'MARGARITAS' in a smaller, sans-serif font.The logo for 1800 The Ultimate Margarita, featuring the number '1800' in a large, bold, serif font above the words 'THE ULTIMATE MARGARITA' in a smaller, sans-serif font.The logo for Jose Cuervo Cocktails Sparkling, featuring the brand name 'Jose Cuervo' in a stylized font above the words 'COCKTAILS SPARKLING' in a smaller, sans-serif font.The logo for Jaja Tequila, featuring a stylized agave plant icon above the word 'JAJA' in a bold, sans-serif font, with 'TEQUILA 100% AGAVE 40%' in a smaller font below.



PROXIMO



Cuervo®

Jose Cuervo ESPECIAL® SILVER

Jose Cuervo Especial® is the No. 1 selling tequila in the world.* Especial® Silver is delicious as a shot, in a margarita, or in other cocktails. (*Source: IWSR 2024)

Create Desire

The Oldest and #1 Selling Tequila in the World*

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.

(*Source: IWSR 2022)

Family Owned for 11 Generations

Jose Cuervo® has been a family company for eleven generations. The recipe and process have been passed down and upheld by a family of entrepreneurs, inventors and risk-takers.

Family Estate Grown and Harvested

Jose Cuervo Especial® Silver is made with blue agave harvested from the family estate, the largest agave holder in all of Mexico. With its rich, volcanic soil, abundant pure spring water and temperate climate, the highest quality blue agave is transformed into a tequila that is clean, crisp and smooth.

Delight the Senses

Color: Clear, colorless

Aroma: Hints of agave, fresh and clean

Flavor: Clean, crisp with subtle agave notes

Finish: Warm and smooth

The Perfect Serve

Jose Cuervo® Chilled:

- 1 ½ oz. Jose Cuervo Especial® Silver
- Shot glass

Keep Jose Cuervo Especial® Silver chilled in a freezer. Remove, pour into shot glass and shoot.



Tell a Story with a Bottle Pitch

1. Oldest and #1 Selling Tequila in the World

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.

2. First Import to the U.S.

1852 marked the year when the first few bottles of Jose Cuervo® were hauled across the U.S. border for the first time ever— a true testament to the tequila's rich history.

3. Iconic Logo and Bottle

The Jose Cuervo® logo has stood the test of time to become a truly iconic symbol of the oldest, most recognized tequila. The sleek Jose Cuervo Especial® bottle celebrates the Cuervo family's heritage, tradition and longstanding dedication to quality and integrity.



4. Family Estate Grown and Harvested

Jose Cuervo Especial® Silver is made with blue agave. With its rich, volcanic soil, abundant pure spring water and temperate climate, the highest quality blue agave is transformed by the family into a fine spirit that yields clean, crisp and smooth tequila.

5. The Cuervo Family Crest

The crest symbol is a true testament to Jose Cuervo's rich heritage. It consists of a crow ("Cuervo" translated from Spanish), blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

6. Family Owned for 11 Generations

Jose Cuervo® has been a family company for eleven generations. The recipe and process have been passed down and upheld by a family of entrepreneurs, inventors and risk-takers.

Jose Cuervo ESPECIAL® GOLD

Jose Cuervo Especial® is the No. 1 selling tequila in the world.* Especial® Gold makes the best-tasting margaritas. (*Source: IWSR 2024)

Create Desire

The Oldest and #1 Selling Tequila in the World*

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.

(*Source: IWSR 2024)

Family Owned for 11 Generations

Jose Cuervo® has been a family company for eleven generations. The recipe and process have been passed down and upheld by a family of entrepreneurs, inventors and risk-takers.

The Perfect Margarita

Jose Cuervo Especial® Gold is a well-balanced, smooth tequila that makes the perfect margarita, frozen or on the rocks.

Delight the Senses

Color: Light gold hue

Aroma: Sweet, with pleasant agave notes

Flavor: Sweet, subtle agave, hint of oak and vanilla

Finish: Well-balanced, short and smooth

The Perfect Serve

The Cuervo® Margarita:

- 1 oz. Jose Cuervo Especial® Gold
- 1 oz. Jose Cuervo® Lime Margarita Mix
- ½ oz. Triple sec
- 2 oz. Fresh lime juice

Rub rim of chilled rocks glass with lime slice, salt to coat, fill with ice. In a shaker with ice, add tequila, Margarita Mix, triple sec and lime juice. Shake and strain. Garnish with lime wedge.



Tell a Story with a Bottle Pitch

1. Oldest and #1 Selling Tequila in the World

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.

2. First Import to the U.S.

1852 marked the year when the first few bottles of Jose Cuervo® were hauled across the U.S. border for the first time ever— a true testament to the tequila's rich history.

3. Iconic Logo and Bottle

The Jose Cuervo® logo has stood the test of time to become a truly iconic symbol of the oldest, most recognized tequila. The sleek Jose Cuervo Especial® bottle celebrates the Cuervo family's heritage, tradition and long-standing dedication to quality and integrity.



4. The Perfect Margarita

Jose Cuervo Especial® Gold is a well-balanced, smooth tequila that makes the perfect margarita, frozen or on the rocks.

5. The Cuervo Family Crest

The crest symbol is a true testament to Jose Cuervo's rich heritage. It consists of a crow ("Cuervo" translated from Spanish), blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

6. Family Owned for 11 Generations

Jose Cuervo® has been a family company for eleven generations. The recipe and process have been passed down and upheld by a family of entrepreneurs, inventors and risk-takers.

Build Mass Displays with Mix:

- Provides easy cocktail solutions for at-home celebrations

Standards:

- 20% Jose Cuervo® Especial Gold, 20% Jose Cuervo® Especial Silver, 18% Cuervo Devil's Reserve™, 17% Cuervo Tradicional® Blanco, 17% Cuervo Tradicional® Reposado, 6% Cuervo Tradicional® Cristalino, 2% Cuervo Tradicional® Añejo

Jose Cuervo Especial® Display:

- Display Ratio: 3 cases Especial®, 1 case Mix
- Mix Allocation: 1/3 Lime, 1/3 Zero Cal and 1/3 for other Flavors

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 10+ cases |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Especial® Silver | 17 | 9 | 7 |
| Especial® Gold | 17 | 9 | 7 |
| Devil's Reserve™ | 11 | 5 | 3 |
| Tradicional® Blanco | 11 | 5 | 3 |
| Tradicional® Reposado | 11 | 5 | 3 |
| Tradicional® Cristalino | 1 | 0 | 0 |
| Tradicional® Añejo | 1 | 0 | 0 |

A Accounts



Especial Display



B Accounts



C Accounts



Jose Cuervo Especial® Gold



AVAILABLE IN

50 mL 100 mL 200 mL 375 mL 750 mL 1 L 1.75 L

Jose Cuervo Especial® Silver



AVAILABLE IN

50 mL 100 mL 200 mL 375 mL 750 mL 1 L 1.75 L

KEY SELLING POINTS

- Undisputed tequila leader in the world in volume (Source: IWSR 2024)
- Cuervo® Especial is #1 (Silver) and #2 (Gold) in the category¹
- Responsible for 1 out of every 5 cases in the tequila category¹
- Delivered over 2.5M cases and grew 1%¹

Source: 1. Nielsen xAOC/LP/Conv L52W July 19, 2025



DEVIL'S RESERVE™

Devil's Reserve™ infuses smooth Jose Cuervo® Silver Tequila with tropical sweetness and a spicy twist.

Create Desire

The Oldest and #1 Selling Tequila in the World*

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.*

(*Source: IWSR 2024)

Consumers Love Devil's Reserve™

Based on product concept, 85% of Gen-Z expressed interest in trying the product, while 78% showed interest in purchasing it.** Additionally, 72%+ of respondents showed strong appeal for Devil's Reserve's taste.**

(**Source: JC Feb 2024 Research Study)

Raise a Little Hell

Tequila has certainly inspired some of us to have a talk with the diablito on our shoulder. Devil's Reserve™ infuses smooth Jose Cuervo® Tequila with a devilishly delicious sweet heat. The perfect drink for when mischief is on the menu.

Delight the Senses

Color: Clear with light yellow tint

Aroma: Sweet heat

Flavor: Pineapple and jalapeño

Finish: Sweet with a lingering heat sensation

The Perfect Serve

Devil's Shot:

- 2 oz. Cuervo Devil's Reserve™
- Shot glass

Keep Cuervo Devil's Reserve™ chilled in a freezer. Remove, pour into shot glass and shoot.



Tell a Story with a Bottle Pitch

1. The Devil's Illustration

Inspired by Mexican folk art from loteria cards, traditional Mexican illustrations, and Alebrije art styles.

2. Devil's Reserve™ Icon

The Devil's Reserve™ monogram on the top of the cap is inspired by a pitchfork and the devil's tail.

3. Oldest and #1 Selling Tequila in the World

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.* (*Source: IWSR 2024)



4. Iconic Logo and Bottle

The Jose Cuervo® logo has stood the test of time to become a truly iconic symbol of the oldest, most recognized tequila. The sleek Jose Cuervo Especial® bottle celebrates the Cuervo family's heritage, tradition and longstanding dedication to quality and integrity.

Cuervo Devil's Reserve™



AVAILABLE IN

50mL 10-Pack

100 mL

375 mL

750 mL

1L



KEY SELLING POINTS

- Liquid was designed with data and key trends in mind:
 - Flavors account for nearly 40% of all spirits volume¹
 - Spicy is a top-trending flavor in top shot accounts²
 - Spicy Margaritas continue to grow on-premise, up +139% on menus over last 4 years³
 - Capitalizes on low ABV trends, as the liquid is approachable at 60 proof / 30% ABV

Sources: 1 Nielsen xAOC/LP/Conv YE 2023 | 2 GroundSignal YE 2023 | 3 Datassential December 2023

Cuervo TRADICIONAL® BLANCO

Cuervo Tradicional® Blanco is 100% agave tequila crafted using methods originated by the Cuervo family over 200 years ago.

Create Desire

A Tequila of Rich Heritage— The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family's distillery, La Rojeña, is still found on the same land.

Family Estate Grown, Small-Batch Tequila

Cuervo Tradicional® celebrates a family tradition that started more than 200 years ago. The agave is harvested from the family estate, the largest agave holder in all of Mexico. Tradicional® is produced using the method originated by José Antonio de Cuervo himself.

A Bottle Rooted in History

Each bottle is crafted with embossed glass, including the year 1795, offering a nod to the brand's authenticity and heritage.

Delight the Senses

Color: Clear

Aroma: Blue agave herbaceous, subtle citrus notes

Flavor: Spice and sweet balance, firmness, fruit overtone

Finish: Smooth and crisp

The Perfect Serve

Agave Margarita:

- 2 oz. Cuervo Tradicional® Blanco
- 1 oz. Fresh lime juice
- ½ oz. Agave syrup

Combine all ingredients in shaker with ice, shake and strain into rocks glass filled with ice. Rim with spicy salt (1 tsp cayenne/ 2 tsp kosher salt) and garnish with lime wedge.



Tell a Story with a Bottle Pitch

1. A Tequila of Rich Heritage – The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family's distillery, La Rojeña, is still found on this land.

2. Family Estate Grown & Harvested

100% estate-grown blue agave plants are slow-cooked in clay adobe ovens and then double-distilled in small, artisanal stills yielding a tequila of perfect clarity and crisp flavor.

3. La Rojeña Distillery

Founded in 1812, the Cuervo distillery, La Rojeña, is the oldest active spirits distillery in Latin America. Located a few steps from the main square of the town of Tequila in Jalisco.



4. Award-Winning Tequila

By staying true to its method of tequila production, Tradicional® has earned itself a number of notable awards for its quality and taste, most recently a gold medal at 2025 The Spirits Business Tequila and Mezcal Masters competition.

5. The Cuervo Family Crest

The crest symbol is a true testament to Cuervo's rich heritage. It consists of a crow, a blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

Cuervo TRADICIONAL® REPOSADO

Representing the colorful history of Jose Cuervo® since 1795, artisanal Cuervo Tradicional® Reposado is made from select, aged 100% blue agave and is very “tequilero” in character.

Create Desire

A Tequila of Rich Heritage— The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family’s distillery, La Rojeña, is still found on the same land.

Family Estate Grown, Small-Batch Tequila

Cuervo Tradicional® celebrates a family tradition that started more than 200 years ago. The agave is harvested from the family estate, the largest agave holder in all of Mexico. Tradicional® is produced using the method originated by José Antonio de Cuervo himself.

A Bottle Rooted in History

Each bottle is crafted with embossed glass, including the year 1795, offering a nod to the brand’s authenticity and heritage.

Delight the Senses

Color: Light straw hue

Aroma: Essence of agave with blend of herbaceous notes and oak notes, including vanilla, caramel and toast

Flavor: Cooked agave and stewed tropical fruits backed by lingering notes of vanilla, clove, cinnamon and toffee

Finish: Warm and spicy

The Perfect Serve

Tradicional® Paloma:

- 1 ½ oz. Cuervo Tradicional® Reposado
- 3 oz. Grapefruit soda

Pour tequila and grapefruit soda over ice in a salt-rimmed glass. Garnish drink with a grapefruit wedge.



Tell a Story with a Bottle Pitch

1. A Tequila of Rich Heritage - The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family’s distillery, La Rojeña, is still located on the same land.

2. Family Estate Grown & Harvested

100% estate-grown blue agave plants are slow-cooked in clay adobe ovens and then double-distilled in small, artisanal stills yielding a tequila of perfect clarity and crisp flavor.

3. La Rojeña Distillery

Founded in 1812, the Cuervo distillery, La Rojeña, is the oldest active spirits distillery in Latin America. Located a few steps from the main square of the town of Tequila in Jalisco.



4. Award-Winning Tequila

By staying true to its method of tequila production, Tradicional® has earned itself a number of notable awards for its quality and taste, most recently a Double Gold Medal at the 2024 San Francisco World Spirits Competition.

5. The Cuervo Family Crest

The crest symbol is a true testament to Jose Cuervo’s rich heritage. It consists of a crow, a blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

Cuervo TRADICIONAL® AÑEJO

Tradicional® Añejo is 100% blue agave tequila aged in American oak, then finished in Irish single malt whiskey barrels. Oak aging adds mellow complexity, while Irish whiskey barrel finishing produces a smooth spirit particularly appealing to aged-spirit lovers.

Create Desire

A Tequila of Rich Heritage

The Original. In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This particular event marked the birth of tequila. Tradicional® is the original tequila and the family's distillery, La Rojeña, is still located on this same land today.

Family Estate Grown, Small-Batch Tequila

Cuervo Tradicional® Añejo celebrates a family tradition that began more than 200 years ago. The agave is cared for and harvested on the family estate, the largest agave holder in all of Mexico. Tradicional® is still produced using the method originated by José Antonio de Cuervo himself.

Tradicional with an Irish Twist

Aged in charred American oak, then finished in Irish single malt whiskey barrels. It is the pinnacle of the Cuervo Tradicional® line.

Delight the Senses

Color: Dark Amber

Aroma: Cooked agave, vanilla and toffee

Flavor: Primary notes of cooked agave, vanilla, hazelnuts, toffee and baking spice with secondary notes of tropical fruit; American oak adds notes of vanilla and nuts, while finishing in Irish whiskey barrels adds complex spice notes and mellow smoothness

Finish: Long and silky

The Perfect Serve

Tradicional® Añejo Old Fashioned:

- 2 oz. Cuervo Tradicional® Añejo
- 1 oz. Simple syrup
- 1-2 dashes Bitters
- 2 slices Orange peel for garnish

Stir ingredients and strain over a large ice cube in a rocks glass. Garnish with an orange twist.



Tell a Story with a Bottle Pitch

1. A Tequila of Rich Heritage – The Original

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3. La Rojeña Distillery

Founded in 1812, the Cuervo distillery, La Rojeña, is the oldest active spirits distillery in Latin America. Located a few steps from the main square of the town of Tequila in Jalisco.



4. Award-Winning Tequila

By staying true to its method of tequila production, Tradicional® has earned itself a number of notable awards for its quality and taste, most recently a platinum medal from 2023 Sip Awards

5. The Cuervo Family Crest

The crest symbol is a true testament to Cuervo's rich heritage. It consists of a crow, a blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

6. Aging Process

Aged 12+ months in charred American oak, then finished in Irish single malt whiskey barrels, for a rich, complex flavor and remarkably smooth finish.

Cuervo TRADICIONAL® CRISTALINO

Secret blend of Tradicional® Reposado, Tradicional® Añejo and Reserva de la Familia® Extra-Añejo tequilas that undergo a special process to enhance the smoothness and purity of flavors, leaving behind a crystal clear tequila, perfect for sipping neat or on the rocks.

Create Desire

A Tequila of Rich Heritage— The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family's distillery, La Rojeña, is still found on the same land.

Premium Entry-Point to Exciting Cristalino Segment

Gen Z and Millennials perceive cristalinos to be more premium than silver tequila and the perfect accompaniment to a high-energy night out.

Packaging that Appeals to Young Drinkers

Cuervo Tradicional® Cristalino's unique packaging is shown by research to overindex on equities including "premium", "quality", and "worth paying more for", which makes it a compelling trade-up proposition for younger tequila drinkers looking for something to enhance their drinking experience.

Delight the Senses

Color: Crystal clear

Aroma: Pure notes of agave and tropical fruit with subtle hints of oak

Flavor: Agave, quince, melon and mango backed by smooth secondary notes of vanilla and spice

Finish: Long and pure

The Perfect Serve

Chilled Shot:

We recommend serving Cuervo Tradicional® Cristalino as a chilled shot.



Tell a Story with a Bottle Pitch

1. A Tequila of Rich Heritage - The Original

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Tradicional® is the original tequila and the family's distillery, La Rojeña, is still located on this land.

2. Family Estate Grown & Harvested

100% estate-grown blue agave plants are slow-cooked in clay adobe ovens and then double-distilled in small, artisanal stills yielding a tequila of perfect clarity and crisp flavor.

3. La Rojeña Distillery

Founded in 1812, the Cuervo distillery, La Rojeña, is the oldest active spirits distillery in Latin America. Located a few steps from the main square of the town of Tequila in Jalisco.



4. Unique Packaging

Cuervo Tradicional® Cristalino comes in unique packaging that research shows drives premium and quality cues that consumers will pay more for.

5. A Secret Blend

Cuervo Tradicional® Cristalino is made using a secret blend of Tradicional® Reposado, Tradicional® Añejo and Reserva de la Familia® Extra Añejo.

Cuervo Tradicional® Blanco



AVAILABLE IN

50 mL 375 mL 750 mL 1L 1.75 L

Cuervo Tradicional® Blanco de la Casa



AVAILABLE IN

1L

Cuervo Tradicional® Reposado



AVAILABLE IN

50 mL 375 mL 750 mL 1L 1.75 L

Cuervo Tradicional® Añejo



AVAILABLE IN

375 mL 750 mL

Cuervo Tradicional® Cristalino



AVAILABLE IN

750 mL

KEY SELLING POINTS

- The original tequila from 1795— Original 100% agave recipe
- Produced the same traditional way at La Rojeña—the oldest active distillery in Latin America—for eleven generations
- Traditional is an award-winning tequila with 23 awards across the line in 2025:
 - Tradicional® Blanco won Gold at The Spirits Business Tequila and Mezcal Masters in 2025
 - Tradicional® Reposado won Gold at The Spirits Business Tequila and Mezcal Masters in 2025
 - Tradicional® Añejo won Gold at The Spirits Business Tequila and Mezcal Masters in 2025





RESERVA DE LA FAMILIA® ORGANIC PLATINO

Reserva de la Familia® Organic Platino utilizes Cuervo's proprietary distillation method, "Esencia de Agave," to optimize the agave notes, resulting in a vibrant tequila of exquisite character and complexity, that reflects the pure character and essence of Mexico's prized blue Weber agave.

Create Desire

A Family Secret for Generations

For over 11 generations, Reserva de la Familia® was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with those who truly savor exceptional tequila.

Only Three Ingredients

Made from only three natural ingredients: estate-grown 100% Blue Weber agave, yeast and water.

Certified Organic

Reserva de la Familia® is certified organic and is sustainably produced.

Delight the Senses

Color: Bright and clear

Aroma: Pepper, honeyed agave, apple

Flavor: Sweet and spicy with notes of melon, honey and hay

Finish: Crisp and smooth

The Perfect Serve

Elevated Margarita:

- 2 oz. Reserva de la Familia® Platino
- ¾ oz. Agave nectar
- 1 oz. Fresh lime juice

Add all ingredients to a shaker over ice. Shake well and strain over fresh ice into a double rocks glass. Garnish with lime wheel and half salt rim.



Tell a Story with a Bottle Pitch

1. A Family Secret for Generations

Reserva de la Familia® is Cuervo's finest tequila. For over 11 generations, it was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with people who truly savor exceptional tequila.

2. Hand-Selected, Aged Agave

Made with only select 6-10 year hand-selected organic agave from the estate's richest volcanic soil with only the most flavorful inner portion of the agave's heart used to make this 100% blue agave platino tequila.

3. Made using the "Esencia de Agave" Method

Specially made using the 'Esencia de Agave' process - a proprietary method created by Cuervo and known only by the distillers. This meticulous method brings the full character, flavor, and essence of agave to life, offering a perfect balance and smoothness unmatched by other un-aged tequilas. This unique production method allows the original character, intense aroma and flavor of the agave to shine through.



4. Cuervo Family Crest

The crest symbol is a true testament to Cuervo's rich heritage. It consists of a crow, a blue agave plant, and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

5. Handmade Presentation

The bottle is made of blue-tinted glass, hand-labeled and individually numbered; the bottle is then sealed with wax to reflect the ultra-premium quality of Reserva de la Familia®.



RESERVA DE LA FAMILIA® ORGANIC REPOSADO

Reserva de la Familia® Organic Reposado earns its deep, sophisticated qualities through a unique aging and blending process that employs three different types of wood and barrel toasting styles.

Create Desire

A Family Secret for Generations

For over 11 generations, Reserva de la Familia® was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with those who truly savor exceptional tequila.

Certified Organic

Reserva de la Familia® is certified organic and is sustainably produced.

Delight the Senses

Color: Gold

Aroma: Pepper, cooked agave

Flavor: Tropical fruit, clove and vanilla

Finish: Mellow and smooth

The Perfect Serve

Elevated Old Fashioned:

- 2 oz. Reserva de la Familia® Reposado
- ¼ oz. Rich demerara syrup
- 2 dashes Chocolate bitters
- 2 dashes Angostura bitters

Add all ingredients to mixing glass over ice. Stir and strain into double rocks glass over large ice cube. Garnish with lemon and orange twists.



Tell a Story with a Bottle Pitch

1. A Family Secret for Generations

Reserva de la Familia® is Jose Cuervo's finest tequila. For over 11 generations, it was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with people who truly savor exceptional tequila.

2. Hand-Selected, Aged Agave

Made with only select 6–10 year hand-selected organic agave from the estate's richest volcanic soil with only the most flavorful inner portion of the agave's heart used to make this 100% blue agave reposado tequila.

3. Rested in Three Unique Barrels

This tequila's rich bouquet, complex and ultra-smooth taste results from blending spirit aged in a combination of small, new American and French oak barrels charred at different levels. Reposado is rested in three unique barrels – heavily charred American oak providing exotic notes of cinnamon, lightly toasted American oak and French oak adding delicate, sweet hints of caramel and vanilla – to enhance the tequila's floral, herbal and wood notes.



4. Cuervo Family Crest

The crest symbol is a true testament to Cuervo's rich heritage. It consists of a crow, a blue agave plant, and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

5. Handmade Presentation

The bottle is made of blue-tinted glass, hand-labeled and individually numbered; the bottle is then sealed with wax to reflect the ultra-premium quality of Reserva de la Familia®.



RESERVA DE LA FAMILIA® CRISTALINO ORGÁNICO

This handcrafted Organic Cristalino Añejo is aged to perfection in American and French oak before finishing in Pedro Ximénez Sherry casks.

Create Desire

A Family Secret for Generations

For over 11 generations, Reserva de la Familia® was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with those who truly savor exceptional tequila.

Made from the Best Organic Agaves with a Truly Unique Finish

Reserva de la Familia® is committed to sustainability and creating the best tequila possible across the portfolio. Cristalino is made from organic añejo liquid finished in Pedro Ximénez Sherry casks and then charcoal filtered to achieve bright, smooth notes.

Certified Organic

Reserva de la Familia® is certified organic and is sustainably produced.

Delight the Senses

Color: Bright and clear with distinct tearing and a pronounced body

Aroma: Sweet notes of cooked agave, honey and baked fruits with lasting light notes of oak

Flavor: Sweet and soft on the palate with rich, smooth notes of stone fruit and a refreshingly bright finish

Finish: Fresh and complex

The Perfect Serve

Neat:

We recommend serving Reserva de la Familia® Cristalino neat.



Tell a Story with a Bottle Pitch

1. A Family Secret for Generations

Reserva de la Familia® is Jose Cuervo's finest tequila. For over 11 generations, it was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with people who truly savor exceptional tequila.

2. Hand-Selected, Aged Agave

Made with only select 6-10 year hand-selected organic agave from the estate's richest volcanic soil with only the most flavorful inner portion of the agave's heart used to make this 100% blue agave añejo Cristalino tequila.

3. Finished in Pedro Ximénez Casks

Reserva de la Familia® Cristalino is an organic Añejo tequila aged in new American and French oak barrels and then finished in ex-Pedro Ximénez Sherry casks resulting in a truly unique flavor.



4. Filtered to Achieve Bright Notes

Our Organic Cristalino goes through a slow filtration process, as color is carefully removed while preserving the unique Añejo flavors resulting in the pinnacle of luxury Cristalinos.

5. Unique Eye-Catching Packaging

Cristalino introduces a new look to the Reserva portfolio with an eye-catching black bottle design, targeting higher-energy sipping occasions.



RESERVA DE LA FAMILIA® ORGANIC EXTRA AÑEJO

The world's first Extra Añejo tequila, once reserved only for the Cuervo family and presented in limited-edition wooden boxes decorated by renowned Mexico-based artists to pay tribute to the rich Mexican heritage of Reserva de la Familia® by Jose Cuervo®.

Create Desire

A Family Secret for Generations

For over 11 generations, Reserva de la Familia® was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with those who truly savor exceptional tequila.

Handmade Bottle with Collectible Box

The bottle is handmade and individually numbered; the bottle is then labeled and sealed with wax. Every year, the Cuervo family commissions a Mexico-based artist to design the new collectible box.

Trailblazing Innovation

Launched in 1995, Reserva de la Familia® Extra Añejo is the Crown Jewel of the Cuervo family and was the world's first extra añejo tequila.

Certified Organic

Reserva de la Familia® is certified organic and is sustainably produced.

Delight the Senses

Color: Dark amber hue

Aroma: Oak, almonds, apples, olives and cinnamon

Flavor: Rich oak, toasted almonds, vanilla and cinnamon

Finish: Complex and smooth

The Perfect Serve

Neat:

We recommend serving Reserva de la Familia® Extra Añejo neat.



Tell a Story with a Bottle Pitch

1. A Family Secret for Generations

Reserva de la Familia® is Jose Cuervo's finest tequila. For over 11 generations, it was a family secret only shared with the closest of friends. In 1995, to celebrate the 200-year anniversary of Jose Cuervo®, the family decided to share this special blend with people who truly savor exceptional tequila.

2. Hand-Selected, Aged Agave

Made with only select 6-10 year hand-selected organic agave from the estate's richest volcanic soil with only the most flavorful inner portion of the agave's heart used to make this 100% blue agave Extra-Añejo tequila.

3. The World's First Extra-Añejo Tequila

Delivers a rich, complex taste that is a result of an elaborate aging process that utilizes a combination of small, new American and French oak barrels, charred at different levels. Our Maestro Tequilero blends these extra-añejo tequilas - which have been in their barrels for more than three years with much older tequilas using remnant vatting - producing a complex mix of flavors, a rich bouquet and an ultra-smooth finish.



4. Cuervo Family Crest

The crest symbol is a true testament to Cuervo's rich heritage. It consists of a crow, a blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.

5. Handmade Presentation

The bottle is made of green-tinted glass, hand-labeled and individually numbered; the bottle is then sealed with wax to reflect the ultra-premium quality of Reserva de la Familia®.

6. Collectible Box

Every year, the Cuervo family commissions a renowned Mexico-based artist to design the limited-edition wooden box - a true, collector's item that pays tribute to the rich Mexican heritage of Reserva de la Familia®.



RESERVA DE LA FAMILIA® BY JOSE CUERVO®

Reserva de la Familia® by Jose Cuervo®



Platino & Reposado
375 mL & 750 mL
Organic

AVAILABLE IN

Extra Añejo
750 mL only
NEW Organic in 2026

Cristalino
750 mL only
Organic

KEY SELLING POINTS

- Reserva de la Familia® is the Crown Jewel of the Cuervo Family of Tequilas
 - The full Reserva de la Familia® core range is now certified organic
- **Platino**
 - The premier ultra-premium Platino tequila made from only three natural ingredients: estate-grown 100% Blue Weber agave, yeast and water; it is ideally suited for both sipping and featured margarita offerings in upscale dining and lounge accounts
 - More than 230 years of tequila-making expertise culminating in the proprietary "Esencia de Agave" method to create this Platino tequila
- **Reposado**
 - The premier ultra-premium Reposado tequila in the category, ideally suited for both sipping and featured Old Fashioned offerings in upscale dining and lounge accounts
 - More than 230 years of tequila-making expertise culminating in the proprietary three-barrel aging and blending technique to create this Reposado tequila
- **Extra Añejo**
 - The World's First Extra-Añejo tequila and THE premier luxury tequila offering in the category, ideally suited for both sipping neat on its own and pairing with dessert offerings in upscale dining and lounge accounts
 - More than 230 years of tequila-making expertise culminating in the standard-bearer of the Extra-Añejo segment, awarded MASTER at The Spirits Business Tequila and Mezcal Masters in 2025
- **Cristalino**
 - From the family that created the Cristalino tequila segment comes *the* premier luxury Cristalino tequila offering in the category
 - More than 230 years of tequila-making expertise culminating in this one-of-its-kind Cristalino, uniquely finished in Pedro Ximénez sherry casks
 - The first widely available organic Cristalino on the market

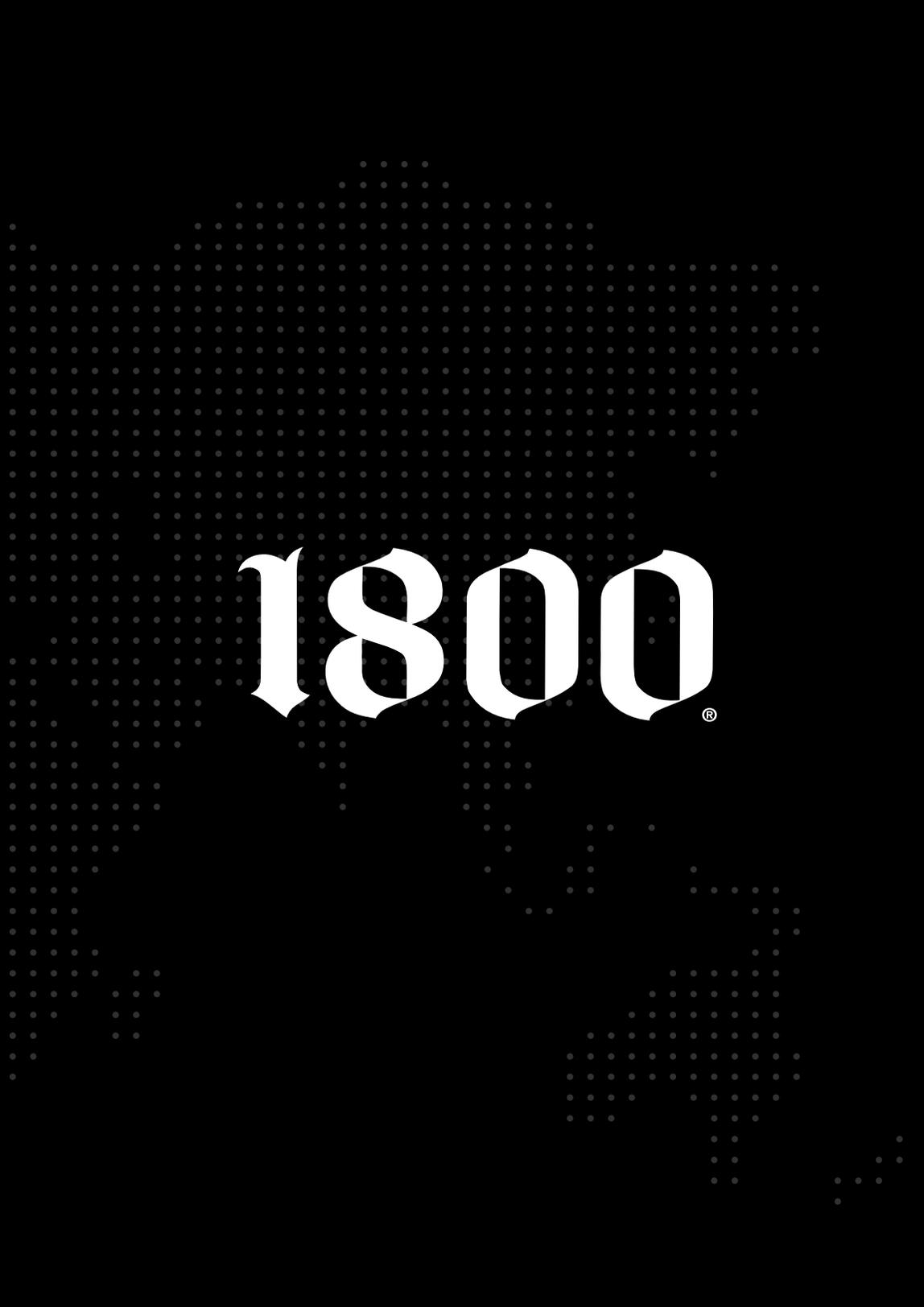


Jose Cuervo® 250 Aniversario

This limited edition commemorates the historic birth of tequila production and eleven generations of Cuervo family tradition. In anticipation of the 250th anniversary, Jose Cuervo® jimadores planted blue agave on the same land granted in 1758 to Don José Antonio de Cuervo by King Carlos of Spain and used these estate-grown plants exclusively in the production of this Aniversario.

Jose Cuervo® 250 Aniversario is a 100% blue agave extra añejo tequila blended from the most select tequilas in the family's reserve and aged in a unique double-cask method. The decanter was inspired by the original glass bottle first used by Jose Cuervo® to ship tequila to towns throughout Mexico. Each bottle comes with an elegant oak gift box and a sequential number etched into the glass, certifying the product's rarity and authenticity.





1800®

The best-selling super premium tequila brand*, 1800® Blanco honors the time when our family secured the first license to produce, transport and sell tequila across Mexico, paving the way to share it with the world. (*Source: IWSR 2024)

Create Desire

Most Awarded Tequila*

Over the years, 1800® has earned top honors from international competitions, recognized for its balanced flavor, purity and consistency. These accolades reflect more than medals, they affirm a legacy of mastery that continues to define what authentic, premium tequila should taste like. (*Source: Based on awards received by 1800® from Academia Mexicana del Tequila, A.C. between 2001 and 2024)

Superior Drinkability

1800® Blanco is made from 100% blue Weber agave handpicked from the highlands of Jalisco, Mexico. The liquid is double-distilled for a smoother, cleaner flavor and is made from a special selection of white tequilas, blended together for added complexity and character. The result is a premium tequila with a smoother, more interesting flavor.

A History-Inspired Bottle

The glass bottle of 1800® Blanco is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

Three Ingredients

100% blue Weber agave, water and yeast. Unparalleled taste - nothing more.

Delight the Senses

Color: Crystal clear with blond highlights

Aroma: Soft, sweet, floral, fruit, spice, black peppercorns and agave

Flavor: Smooth, clean and balanced with sweet prune and roasted pepper

Finish: Medium with fruity pepper fade

The Perfect Serve

1800® Ranch Water:

- 2 oz. 1800® Blanco
- 1 oz. Fresh lime juice
- 3 oz. Sparkling mineral water
- Garnish: Fresh lime

Fill a glass with ice. Add tequila and fresh lime juice. Top with sparkling mineral water. Add a fresh lime.



Tell a Story with a Bottle Pitch

1. The Origin of 1800®

1800® Tequila takes its name from a time, when our family—whose tequila-making lineage spans 11 generations—secured the first license to produce, transport, and sell tequila across Mexico, paving the way to share it with the world.

2. Handpicked Blue Agave

1800® Blanco uses only 100% blue agave harvested and handpicked from the highlands in Jalisco, Mexico. The agave plants are grown high above the sea in mineral-rich volcanic soil and harvested at peak maturity.

3. Superior Drinkability

1800® Blanco is doubled-distilled for a smoother, cleaner flavor and is made from a special selection of white tequilas, blended together for added complexity and character. The result is a premium tequila with a smoother, more interesting and superior flavor.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

1800® Blanco’s glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

1800® REPOSADO



1800® Reposado is crafted from 100% blue Weber agave grown in volcanic soil and handpicked at peak maturity then rested in new French and American oak barrels. The result is a rich liquid with notes of buttery caramel, mild spices and a touch of smokiness. Perfect mixed in a cocktail, sipped neat or on the rocks.

Create Desire

Most Awarded Tequila*

Over the years, 1800® has earned top honors from international competitions, recognized for its balanced flavor, purity and consistency. These accolades reflect more than medals, they affirm a legacy of mastery that continues to define what authentic, premium tequila should taste like. (*Source: Based on awards received by 1800® from Academia Mexicana del Tequila, A.C. between 2001 and 2024)

Superior Drinkability

1800® Reposado is crafted from 100% blue Weber agave grown in volcanic soil and handpicked at peak maturity. The liquid is double-distilled for a smoother, cleaner flavor and is made from a special selection of white tequilas, that are then rested in new French and American oak barrels.

A History-Inspired Bottle

The glass bottle of 1800® Reposado is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

Delight the Senses

Color: Bright honey

Aroma: Oaky agave

Flavor: Notes of buttery caramel, mild spices and a touch of smokiness

Finish: Sweet orange peel, white pepper and marzipan finish

The Perfect Serve

Paloma:

- 1 ½ oz. 1800® Reposado Tequila
- ½ oz. Lime juice
- ¼ oz. Agave syrup
- 2 oz. Grapefruit soda
- Pinch of Salt

Combine all ingredients and a pinch of salt. Add ice and shake. Spritz rose water mist and pour grapefruit soda into a collins glass. Strain cocktail into glass and fill with ice. Garnish with a lemon wheel and rose petal.



Tell a Story with a Bottle Pitch

1. The Origin of 1800®

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2. Handpicked Blue Agave

1800® Reposado uses only 100% blue agave harvested and handpicked from the highlands in Jalisco, Mexico. The agave plants are grown high above the sea in mineral-rich volcanic soil and harvested at peak maturity.

3. Superior Drinkability

1800® Reposado is crafted from 100% blue Weber agave grown in volcanic soil and handpicked at peak maturity. The liquid is double-distilled for a smoother, cleaner flavor and is made from a special selection of white tequilas, that are then rested in new French and American oak barrels.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

1800® Reposado’s glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

1800[®] Añejo is made from 100% blue agave handpicked at peak maturity, then double-distilled in copper stills. 1800[®] Añejo is then aged in new French and American oak barrels for more than a year. Deep and luxurious, this tequila is for sipping.

Create Desire

Most Awarded Tequila*

Over the years, 1800[®] has earned top honors from international competitions, recognized for its balanced flavor, purity and consistency. These accolades reflect more than medals, they affirm a legacy of mastery that continues to define what authentic, premium tequila should taste like.

(*Source: Based on awards received by 1800[®] from Academia Mexicana del Tequila, A.C. between 2001 and 2024)

Superior Drinkability

1800[®] Añejo is made from 100% blue agave handpicked at peak maturity, then double-distilled in copper stills. 1800[®] Añejo is then aged in new French and American oak barrels for more than a year.

A History-Inspired Bottle

The glass bottle of 1800[®] Añejo is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

Delight the Senses

Color: Dark amber
Aroma: Oaky vanilla
Flavor: Nutty with toffee
Finish: Peppery spice

The Perfect Serve

1800[®] New Fashioned:

- 2 oz. 1800[®] Añejo
- ¼ oz. Demerara syrup
- ¼ oz. Carrot juice
- ½ oz. Lime juice
- 3 dashes Angostura bitters
- Garnish: Lime wheel

Combine all ingredients in a shaker, shake and strain into salted rocks glass. Garnish with lime wheel.



Tell a Story with a Bottle Pitch

1. The Origin of 1800[®]

1800[®] Tequila takes its name from a time, when our family—whose tequila-making lineage spans 11 generations—secured the first license to produce, transport, and sell tequila across Mexico, paving the way to share it with the world.

2. Handpicked Blue Agave

1800[®] Añejo uses only 100% blue agave harvested and handpicked from the highlands in Jalisco, Mexico. The agave plants are grown high above the sea in mineral-rich volcanic soil and harvested at peak maturity.

3. Superior Drinkability

1800[®] Añejo is made from 100% blue agave handpicked at peak maturity, then double-distilled in copper stills. 1800[®] Añejo is then aged in new French and American oak barrels for more than a year.



4. The 1800[®] Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

1800[®] Añejo’s glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

1800® Coconut is a unique infusion of fresh, ripe coconut and 1800® Blanco. 1800® Coconut is the best-selling flavored tequila.* (*Source: Nielsen xAOC/LP/Conv L52W ending July 2025)

Create Desire

Most Awarded Tequila*

Over the years, 1800® has earned top honors from international competitions, recognized for its balanced flavor, purity and consistency. These accolades reflect more than medals, they affirm a legacy of mastery that continues to define what authentic, premium tequila should taste like. (*Source: Based on awards received by 1800® from Acadamia Mexicana del Tequila, A.C. between 2001 and 2024)

100% Agave + Coconut

1800® Coconut is created by infusing 1800® Blanco with fresh, ripe coconut to create an exceptionally smooth liquid with exquisite taste. Its base is made from 100% blue agave handpicked from the highlands of Jalisco, Mexico. The plants are harvested at peak maturity.

A History-Inspired Bottle

The glass bottle of 1800® Coconut is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

Delight the Senses

Color: Crystal clear

Aroma: Soft and tropical with sweet agave

Flavor: Medium bodied with notes of coconut

Finish: Long, subtle sweet coconut

The Perfect Serve

Coconut Crusher:

- 1 ½ oz. 1800® Coconut Tequila
- 3 oz. Pineapple juice

Shake and pour over ice.
Serve in a glass garnished with fresh lime.



Tell a Story with a Bottle Pitch

1. Recycled Agave Cap

This closure made of recycled agave pulp signals both our agricultural roots and a commitment to sustainability.

2. 1800: Year of Birth

The first drops of tequila began to flow from our copper pot still in the year 1800. Ever since that date, we have been carrying on the traditions of premium tequila.

3. Superior Drinkability

Made exclusively with 1800® Blanco tequila, every bottle is a link to the fields of blue agave growing in the highlands of Jalisco, Mexico. Our agave is always handpicked at peak maturity, ensuring a consistent, premium flavor. 1800® Coconut balances the subtle sweetness of tropical coconut with the distinctive herbaceous notes of 100% blue agave tequila.



4. The Filigree on Neck Label

Traditional Mexican ornamentation informs even the smallest design cues.

5. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying "Trabajo, Pasión, Honestidad" meaning "Work, Passion, Honesty", which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

1800® BLANCO HIGH PROOF

1800® Blanco High Proof (90 Proof) is a vibrant, full-bodied tequila made from 100% blue Weber agave, delivering sweet agave flavor with a clean, bright finish.

Create Desire

Best in its Class

Hand-selected 100% blue agave, harvested at its peak, double-distilled and blended with a special selection of white tequilas for cleaner flavor.

90 Proof Blanco

This 90 proof variant is a bold, crystal-clear expression for consumers looking for a strong flavor experience and cocktail versatility.

A History-Inspired Bottle

The glass bottle is trapezoidal, reminiscent of the centuries old Mayan stone pyramids found in Mexico.

Delight the Senses

Color: Translucent with silver hues

Aroma: Anise, sweet agave, ripened fruit

Flavor: Sweet agave, tropical fruit, black peppercorn spice

Finish: Bright and spirited

The Perfect Serve

Botanga shot:

- 1800® Blanco High Proof
- Cola
- Lime garnish

Pour tequila into a shot glass and top with cola. Garnish with lime.



Tell a Story with a Bottle Pitch

1. The Origin of 1800®

1800® Tequila takes its name from a time, when our family—whose tequila-making lineage spans 11 generations—secured the first license to produce, transport, and sell tequila across Mexico, paving the way to share it with the world.

2. Handpicked Blue Agave

Hand-selected 100% blue agave, harvested at its peak, double-distilled and blended with a special selection of white tequilas for cleaner flavor.

3. High Proof

1800® Blanco High Proof is a bold, crystal-clear expression for consumers looking for a strong flavor experience and cocktail versatility.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

The 1800® glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

1800 REPOSADO HIGH PROOF

1800® Reposado High Proof (90 Proof) is a rich and elevated expression aged in oak barrels, offering deep agave character with warm notes of spices and a bold finish.

Create Desire

Best in its Class

Harvested from 100% blue agave grown in volcanic soil, our special selections of white tequilas are rested in new American and French oak, yielding a mild spice flavor.

90 Proof Reposado

This 90 proof variant is a bold, oak-kissed tequila with rich notes of spices delivering a powerful sipping experience.

A History-Inspired Bottle

The glass bottle is trapezoidal, reminiscent of the centuries old Mayan stone pyramids found in Mexico.

Delight the Senses

Color: Bright honey

Aroma: Oaky agave

Flavor: Notes of buttery caramel, mild spices and subtle smokiness

Finish: Sweet orange peel, white pepper and marzipan

The Perfect Serve

Tequila Ginger shot:

- 1800® Reposado High Proof
- Ginger ale/beer

Pour tequila into a shot glass and top with ginger ale or beer.



Tell a Story with a Bottle Pitch

1. The Origin of 1800®

1800® Tequila takes its name from a time, when our family—whose tequila-making lineage spans 11 generations—secured the first license to produce, transport, and sell tequila across Mexico, paving the way to share it with the world.

2. Handpicked Blue Agave

Hand-selected 100% blue agave, harvested at its peak, double-distilled and blended with a special selection of white tequilas for cleaner flavor.

3. High Proof

1800® Reposado High Proof is a bold, oak-kissed tequila with rich notes of spices delivering a powerful sipping experience.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

The 1800® glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

An ultra-premium clear Añejo tequila finished in port wine casks. 1800® Cristalino is a beautiful contradiction. It is aged in French and American oak barrels, married together, rested in port wine casks, then meticulously charcoal-filtered to produce crystal clarity. The smooth, complexity of Añejo remains along with the crisp agave flavor of a Blanco.

Create Desire

The Birth of Premium Tequila

Named to commemorate when the first expertly-crafted tequila was unveiled - the year 1800.

Ultra-Premium Expression

1800® Cristalino is made from 100% blue agave handpicked from the highlands of Jalisco, Mexico. Its unique aging journey brings forth a truly refined Añejo tequila. Aged in French and American oak barrels, married together, then rested in port wine casks; it is then meticulously filtered to crystal clarity.

A History-Inspired Bottle

The glass bottle of 1800® Cristalino is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico. The unique filtering process is represented by the diamantine pattern on its bottle.

Delight the Senses

Color: Crystal clear

Aroma: Subtle oak, hints of vanilla

Flavor: Luxuriously smooth with nutty touches and a hint of citrus

Finish: Long silky, crisp, clean

The Perfect Serve

Neat or On the Rocks:

We recommend serving 1800® Cristalino neat or on the rocks with a twist of lime.



Tell a Story with a Bottle Pitch

1. Ultra-Premium Expression

1800® Cristalino combines the 220-year-old 1800® Añejo Tequila recipe, which is finished in port wine casks, then filtered via an innovative technique.

2. The Birth of Premium Tequila

The first drops of tequila began to flow from our copper pot still in 1800. This is the year in which premium tequila was born.

3. Handpicked Blue Agave

1800® Cristalino uses only 100% blue agave harvested and handpicked from the highlands in Jalisco, Mexico. The agave plants are grown high above the sea in mineral-rich volcanic soil and are picked at peak maturity.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying "Trabajo, Pasión, Honestidad" meaning "Work, Passion, Honesty", which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

1800® Cristalino's glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico. The exquisite crystalline bottle features a unique texture, which serves as a light prism and maintains a sleek, high-energy and progressive design.

1800® GUACHIMONTON®

1800 Guachimonton® celebrates the legacy and agriculture of the Tequila region of Mexico. Inspired by the Jewel of Jalisco, Los Guachimontones, these circular pyramids were built from the same rich red clay soil from which today's best blue Weber agave is grown and that our ceramic keepsake bottle honors.

Create Desire

The Pinnacle of Luxury Tequila

1800 Guachimonton® is a special añejo that is first aged in American oak barrels and finished in orange tequila liqueur casks as a nod to the orange trees that were once cultivated in this part of Jalisco.

Red Ceramic Keepsake Bottle

The sleek, striking 1800 Guachimonton® red ceramic keepsake bottle is inspired by the nutrient-rich red soil only present in the highlands of Jalisco, where our agave grows.

A Heritage-Inspired Cap

The wooden cap is inspired by the Los Guachimontones, a UNESCO world heritage site in the Tequila Valleys, believed to represent the sun and serve as a place for ceremonial gatherings.

Delight the Senses

Color: Amber, with golden nuances and coppery sparkles, full-bodied

Aroma: Fresh and citrus orange notes, honey, caramel, vanilla, wood, ripe fruit

Flavor: Velvety, soft, pleasantly bitter

Finish: Fresh and persistent

The Perfect Serve

Old Fashioned:

- 3 oz. 1800 Guachimonton®
- ½ oz. Agave nectar
- 3 dashes Angostura orange bitters
- Large gold-infused ice cube
- Manicured orange peel

In a mixing glass, combine Guachimonton®, agave nectar and 3 dashes of orange bitters. Fill mixing glass with ice and stir continuously for 15 seconds. Strain cocktail into selected rocks glass over clarified 2x2 ice cube.



Tell a Story with a Bottle Pitch

1. Wooden Cap

An iconic wooden closure, reminiscent of the circular pyramids of Los Guachimontones, acts as a trinket-like keepsake.

2. Our Heritage

Distinctly – and proudly – Mexican.

3. Pyramid Shape

A tall, slender bottle honors the signature pyramid shape of 1800®, creating a visual reference point for longtime fans of the brand.

4. Ceramic Keepsake Bottle

A disruptive, and celebratory, artifact – designed to draw the eye on a crowded shelf of glass, while providing consumers with a vessel beautiful enough to reuse.



5. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

6. The Spirit of Guachimonton®

Nearly 2500 years ago, the peoples of the area we now know as Jalisco built great, circular pyramids from the red clay soil – ceremonial structures that played a key role in the rituals and traditions of the time. These structures, Los Guachimontones, inspire us to this day, and every facet of our bottle's design honors that inspiration, from the material to the hue of the ceramic. Even the spirit inside, a special añejo first aged in American oak barrels and finished in orange tequila liqueur casks, nods to the orange trees that were once cultivated in this part of Jalisco.

1800 Milenio® is made with nurtured blue agave cooked in traditional ovens, yielding a flavorful nectar that is double-distilled then aged in French oak before finishing in ex-cognac casks.

Create Desire

Most Awarded Tequila*

Over the years, 1800® has earned top honors from international competitions, recognized for its balanced flavor, purity and consistency. These accolades reflect more than medals, they affirm a legacy of mastery that continues to define what authentic, premium tequila should taste like. (*Source: Based on awards received by 1800® from Academia Mexicana del Tequila, A.C. between 2001 and 2024)

Superior Drinkability

1800 Milenio® is made with nurtured blue agave cooked in traditional ovens, yielding a flavorful nectar that is double-distilled, then aged in French oak before finishing in ex-cognac casks.

A History-Inspired Bottle

The glass bottle of 1800 Milenio® is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.

Delight the Senses

Color: Dark amber gold

Aroma: Oaky with notes of vanilla

Flavor: Vanilla, red fruit and cinnamon

Finish: Mint chocolate

The Perfect Serve

Neat:

We recommend serving 1800 Milenio® neat.



Tell a Story with a Bottle Pitch

1. The Origin of 1800®

1800® Tequila takes its name from a time, when our family—whose tequila-making lineage spans 11 generations—secured the first license to produce, transport, and sell tequila across Mexico, paving the way to share it with the world.

2. Handpicked Blue Agave

1800 Milenio® uses only 100% blue agave harvested and handpicked from the highlands in Jalisco, Mexico. The agave plants are grown high above the sea in mineral-rich volcanic soil and harvested at peak maturity.

3. Superior Drinkability

1800 Milenio® is made with nurtured blue agave cooked in traditional ovens, yielding a flavorful nectar that is double-distilled then aged in French oak before finishing in ex-cognac casks.



4. The 1800® Crest

The crest includes the symbol of a Mayan pyramid, echoing the significance of the history of Mexico. Included is also a saying “Trabajo, Pasión, Honestidad” meaning “Work, Passion, Honesty”, which displays the honor and tradition that goes into harvesting and distilling this historically rich tequila.

5. A History-Inspired Bottle

1800® Milenio’s glass bottle is trapezoidal, reminiscent of the centuries-old Mayan stone pyramids found throughout Mexico.



Mass Displays:

- Enhance brand visibility with secondary placements in-store such as end cap displays
- Always feature Blanco and Reposado; build a bigger footprint with Coconut and Cristalino

Standards:

- 40% Blanco, 40% Reposado, 10% Flavors, 10% Cristalino

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 10+ cases |
|------------|-------------------------|-------------------------|-------------------------|
| Blanco | 12 | 6 | 4 |
| Reposado | 12 | 6 | 4 |
| Flavors | 3 | 2 | 1 |
| Cristalino | 3 | 2 | 1 |

A Accounts



B Accounts



C Accounts



1800® Blanco



AVAILABLE IN

50 mL 100 mL 200 mL 375 mL 750 mL 1 L 1.75 L

1800® Varieties



AVAILABLE IN

50 mL Reposado, Coconut 200 mL Reposado, Coconut, Añejo 375 mL Reposado, Coconut 750 mL All Varieties 1 L Reposado, Coconut 1.75 L Reposado, Coconut

1800® High Proof



AVAILABLE IN

375 mL
Blanco, Reposado

1800® Cristalino



AVAILABLE IN

375 mL 750 mL 1.75 L

1800 Guachimonton®



AVAILABLE IN

750 mL

1800 Milenio®



KEY SELLING POINTS

- Best-selling super-premium tequila made from 100% handpicked blue agave
- 1800® is the #1 Super-Premium tequila in the U.S. with over 2MM cases sold (IWSR 2024)
- The bottle shape is iconic in the tequila category, reminiscent of ancient Mayan stone pyramids
- The World's Most Awarded Tequila (Source: Based on awards received by 1800® from Academia Mexicana del Tequila, A. C. between 2001 and 2024)

1800® Blanco

- 1800® Blanco as a standalone product is 4th largest tequila brand in the category— larger than Cazadores, Espolòn and Milagro
- 1800® Blanco is made from the finest blue agave sourced from Highland ranches across Jalisco, Western Mexico





DOBEL[®]
TEQUILA

DOBEL® BLANCO TEQUILA

Beautifully balanced complex flavors and a smooth finish. See how we've mastered the art of tequila-making. This uniquely smooth tequila is a result of mixing ancient traditions with modern practice in a homemade process that is unique within the industry.

Create Desire

Single Estate Tequila

Dobel® Blanco Tequila is sourced from a single estate and crafted from only three ingredients. It is double-distilled, and the most respected Maestro Tequilero signs every bottle together with creator Juan Domingo Beckmann Legoretta.

Proprietary Process Driving Smoothness

Dobel® Blanco is the product of a proprietary 100% natural process designed by our maestro tequileros. Our signature process balances today's high-tech processes with time-honored traditions, putting an individual touch on each batch, so each batch is uniquely special. The result is a smooth tequila that features complex aromas and flavors.

Hand-Selected Agave

Blue Weber agave plants are grown in the best fields in the region of Tequila. Expert jimadores select only the best agave plants once they have reached their prime to ensure they have the optimal physical characteristics and sugar content.

Delight the Senses

Color: Bright and clear with silver touches

Aroma: Balanced buttery caramel, cooked agave, olive and dried fruit scents with fruity, floral tones

Flavor: Sweet, caramel, honey, maple, nutty, with notes of vanilla

Finish: Light smoky smoothness

The Perfect Serve

Ranch Water:

- 1 ½ oz Dobel® Blanco
- ¼ oz Fresh lime juice
- Topped with premium sparkling water
- Garnish: lime wedge

Add Dobel® Blanco and lime juice to a highball glass. Top with sparkling water and garnish with a fresh lime wedge.



Tell a Story with a Bottle Pitch

1. Quality Starts at the Top

It starts at the top of the bottle with our heavyweight cap and continues down until the last drop of clear tequila.

2. Named After the Founder

The signature of Juan "Dobel" is found on every bottle. He is proud to have this brand bear his name, as it is a testament of tradition and innovation. He calls upon a rich heritage of tequila-making by looking to the past to improve the future of the category.

3. Smoothness with a Touch of Silver

Dobel® Blanco is sourced from a single estate and crafted from 100% blue agave, the best of the season. This tequila is a masterpiece of modern innovation and timeless tradition. Maestros Tequileros have perfected a signature process, blending cutting-edge technology with artisanal expertise, ensuring that every batch is one-of-a-kind, resulting in a smooth tequila with complex aromas and flavors.



4. The Maestro

The most respected Maestro Tequilero signs each bottle together with the creator. The bottles are also numbered and dated.

5. Iconic Bottle

Dobel's iconic packaging is a modern twist on a vintage apothecary-style bottle. The design of this heavily embossed bottle is inspired by the laboratory sample bottles used by the distillery's Maestro Tequileros.

DOBEL® REPOSADO

TEQUILA

A sophisticated offering for those who know. In our search for exceptional, we gave smoothness a dab of gold. Dobel® Reposado is aged in fine American white oak barrels. It bears a mix of sweet, nutty and vanilla flavors.

Create Desire

Aged in American White Oak

Dobel® Reposado is aged in the finest charred new American white oak barrels. It takes on the essence of oak with some light notes of fruit and hints of vanilla and almond.

Unique Dobel® Blending Process

The cooking is done slowly; the honeys are separated and processed. 100% natural fermentation using select yeasts propagated in our laboratories. Slow double-distillation in copper pot stills to obtain only the heart of the distillate.

Hand-Selected Agave

Blue Weber agave plants are grown in the best fields in the region of Tequila. Expert jimadores select only the best agave plants once they have reached their prime to ensure they have the optimal physical characteristics and sugar content.

Delight the Senses

Color: Bright gold

Aroma: Buttery caramel, almond, cinnamon and toasted wood

Flavor: A mix of sweet, nutty and vanilla flavors with indescribable smoothness

Finish: Long

The Perfect Serve

Espresso Martini:

- 2 oz. Dobel® Reposado
- ½ oz. Simple syrup
- 2 oz. Espresso (or sub cold-brew concentrate/triple-strength coffee)
- Garnish: 3 Coffee beans

First fill shaker with ice and then add Dobel® and remaining ingredients. Shake for 15 seconds and then strain into glass. Garnish with coffee beans.



Tell a Story with a Bottle Pitch

1. Quality Starts at the Top

It starts at the top of the bottle with our heavyweight cap and continues down until the last drop of tequila.

2. Named After the Founder

The signature of Juan "Dobel" is found on every bottle. He is proud to have this brand bear his name, as it is a testament of tradition and innovation. He calls upon a rich heritage of tequila-making by looking to the past to improve the future of the category.

3. Rested. Roasted. Restless.

Dobel® Reposado is sourced from a single estate and crafted from 100% blue agave, the best of the season. Resting for six months in handpicked, roasted American white oak barrels, it embodies a harmonious blend of flavors. Combining tequila from various aging stages, we have crafted a tequila that is both rested and restless in its pursuit of excellence.



4. The Maestro

The most respected Maestro Tequileros signs each bottle together with the creator. The bottles are also numbered and dated.

5. Iconic Bottle

Dobel's iconic packaging is a modern twist on a vintage apothecary-style bottle. The design of this heavily embossed bottle is inspired by the laboratory sample bottles used by the distillery's Maestro Tequileros.

DOBEL® DIAMANTE® CRISTALINO TEQUILA

Dobel® Diamante® Tequila is the world's 1st Cristalino tequila. A blend of Extra Añejo, Añejo and Reposado tequila, it is aged in the finest European oak barrels and then double-filtered to produce a crystal clear liquid renowned for its elegant flavor and smoothness.

Create Desire

Named After Its Founder

Dobel® is short for Juan Domingo Beckmann Legorreta, the 11th generation of tequila producers. Dobel® Tequila is his legacy and he is personally overseeing every step of its production.

Single-Estate, Multi-Aged Tequila

Dobel® Diamante® Tequila is sourced from a single estate and crafted from 100% blue agave. It is double-distilled, matured in Eastern European white oak barrels and filtered for exceptional smoothness and clarity. The most respected Maestro Tequilero signs every bottle together with the creator.

Iconic Bottle

Dobel's iconic packaging includes a stopper and a modern twist on a vintage apothecary-style bottle. The design of this heavily embossed bottle is inspired by the laboratory sample bottles used by the distillery's Maestro Tequileros.

Delight the Senses

Color: Crystal, clear

Aroma: Mild oak, touch of vanilla, cinnamon and almonds

Flavor: A complex mix of caramel, honey and maple with nutty yet citrus, prickly pear and vanilla flavors coming through as well. This liquid has an incomparable smoothness.

Finish: Smooth, crisp, clean

The Perfect Serve

Black Diamond Margarita:

- 1 ½ oz. Dobel® Diamante® Tequila
- ½ oz. Agave syrup
- ½ oz. Fresh lime juice
- Lime wheel

Shake and strain over ice into a black salt-rimmed glass. Garnish with a fresh lime wheel.



Tell a Story with a Bottle Pitch

1. Quality Starts at the Top

It starts at the top of the bottle with our heavyweight cap and continues down until the last drop of clear, multi-aged tequila.

2. Named After the Founder

The signature of Juan "Dobel" is found on every bottle. He is proud to have this brand bear his name, as it is a testament of tradition and innovation. He calls upon a rich heritage of tequila-making by looking to the past to improve the future of the category.

3. The World's First Cristalino Tequila

Dobel® Diamante® is sourced from a single estate and crafted from 100% blue agave, the best of the season. It is double-distilled, matured in Eastern European white oak barrels and filtered for exceptional smoothness and clarity.



4. The Maestro

The most respected Maestro Tequilero signs each bottle together with the creator. The bottles are also numbered and dated.

5. Iconic Bottle

Dobel's iconic packaging is a modern twist on a vintage apothecary-style bottle. The design of this heavily embossed bottle is inspired by the laboratory sample bottles used by the distillery's Maestro Tequileros.

6. Crystalline Luxury

Our colors and style reflect who we are. The attention to detail is everywhere.

DOBEL[®] AÑEJO TEQUILA

Exceptional aromas. Superb flavor. That is what Dobel[®] Añejo is all about. Aged in American white oak barrels, different vintages of Añejo are combined for deeper, complex flavor.

Create Desire

Aged in American White Oak

A defined and distinct character, Dobel[®] Añejo is aged in new American white oak barrels that have been roasted to accentuate the aromas and flavors they impart. This results in a wood dominant profile, similar to a single malt whiskey with sweet, nutty and vanilla flavors.

Combination of Vintages for Superior Flavor

What makes Dobel[®] Añejo special is the result of the combination of vintages from the different phases of the aging process. This combination is exclusive to Dobel[®] tequilas and results in superior flavors.

11 Generations of Mastery

Dobel[®] founder and master tequila maker, 11th generation Tequila producer, Juan Domingo Beckmann Legorreta oversees every step of production.

Delight the Senses

Color: Dark amber with bright golden, coppery tones

Aroma: Toasted oak

Flavor: Wood dominant profile, similar to a single malt whiskey with sweet, nutty and vanilla flavors. Agave and fruit notes are present, making this an incredibly complex yet smooth liquid.

Finish: Smooth, long finish

The Perfect Serve

Añejo Old Fashioned:

- 1 ½ oz. Dobel[®] Añejo
- 1 Barspoon agave syrup
- 2 dashes Angostura bitters
- 2 dashes Orange bitters

Stir and strain over large block cube ice served in an Old Fashioned glass with a crimped orange twist.



Tell a Story with a Bottle Pitch

1. Quality Starts at the Top

It starts at the top of the bottle with our heavyweight cap and continues down until the last drop of multi-aged tequila.

2. Named After the Founder

The signature of Juan "Dobel" is found on every bottle. He is proud to have this brand bear his name, as it is a testament of tradition and innovation. He calls upon a rich heritage of tequila-making by looking to the past to improve the future of the category.

3. Flavor in the Age of Innovation

Dobel[®] Añejo is sourced from a single estate and crafted from 100% blue agave, the best of the season. It goes through a double-distillation process to ensure purity and is aged in select roasted white oak barrels to enhance its aromas and flavors. What makes it distinct is its blend of vintages from different aging stages, creating exceptional flavors.



4. The Maestro

The most respected Maestro Tequileros signs each bottle together with the creator. The bottles are also numbered and dated.

5. Iconic Bottle

Dobel's iconic packaging is a modern twist on a vintage apothecary-style bottle. The design of this heavily embossed bottle is inspired by the laboratory sample bottles used by the distillery's Maestro Tequileros.

DOBEL® PAVITO®

TEQUILA

An expression of agave inspired by centuries old, ancestral Mexican agave techniques and traditions. Meet the world's 1st Pechuga tequila. Dobel® Pavito® is a rare 100% agave tequila infused with Mexican fruits, spices and turkey breast*. (*Turkey breasts are only used to aromatically infuse tequila maceration, and are never placed in stills)

Create Desire

World's 1st Pechuga Tequila

Dobel® Pavito® is the world's 1st Pechuga tequila: boasting an array of flavors due to the maceration of traditional Mexican fruits and spices.

Innovation Inspired by Tradition

As we continue to look to our past to inspire innovation, Dobel® revisited and adapted ancestral methods of making agave spirits. In Spanish, Pavito means little turkey and Pechuga means breast.

Triple-Distilled

For Pavito®, a third distillation is added to our best tequila, infusing the vapors with aromas of seasonal fruits, spices, and turkey breast*. Smooth yet complex, the spirit evokes tejocote, apple, anise and cinnamon.

Delight the Senses

Color: Clear, pristine

Aroma: Macerated fruits, with notes of spice

Flavor: Uniquely complex flavor of agave balanced with apple, anise, cinnamon and tejocote

Finish: Smooth and satisfying

The Perfect Serve

Sun-Kissed Pineapple:

- 2 oz. Dobel® Pavito
- Splash of Club soda
- Splash of Fresh pineapple juice
- Garnish: Pineapple wedge

Fill glass with ice and add Dobel® Pavito with a splash of fresh pineapple juice. Top with club soda and gently stir. Garnish with pineapple wedge.



Tell a Story with a Bottle Pitch

1. Quality Starts at the Top

It starts at the top of the bottle with our heavyweight cap and continues down until the last drop of clear tequila.

2. Named After the Founder

The signature of Juan "Dobel" is found on every bottle. He is proud to have this brand bear his name, as it is a testament of tradition and innovation. He calls upon a rich heritage of tequila-making by looking to the past to improve the future of the category.

3. We Look Backward to Move Forward

Dobel® Pavito® is sourced from a single estate and crafted from 100% blue agave, the best of the season. A first-of-its-kind tequila that uses a special method involving double distillation and the maceration of fruits and spices. What makes it stand out is the third distillation, during which turkey breast is placed at the top of the still, infusing the tequila with the flavors of fruits, spices and turkey, resulting in a complex and distinctive liquid.



4. The Maestro

The most respected Maestro Tequilero signs each bottle together with the creator. The bottles are also numbered and dated.

5. A Twist on Dobel's Iconic Bottle

A new twist on Dobel's apothecary-inspired bottle, Pavito® comes in a unique blue bottle with gold detailing, making this a special bottle to highlight this unique liquid.

DOBEL® 50 CRISTALINO EXTRA AÑEJO

A revolutionary addition to the Cristalino category, Dobel® 50 is a smooth, yet complex ultra-premium, Extra Añejo Cristalino created in honor of founder and 11th generation tequila maker Juan Domingo Beckmann Legoretta's 50th birthday and was the first extra-añejo cristalino tequila. Now certified USDA Organic.

Create Desire

Harvest

Blue Weber agave plants are grown in the best fields in the region of Tequila. Expert jimadores select only the best agave plants once they have reached their optimal physical characteristics and sugar content.

Cooking + Distillation

The cooking is done slowly; the honeys are separated and processed. 100% natural fermentation using select yeasts propagated in our laboratories. Slow double-distillation in copper pot stills to obtain only the heart of the distillate.

Maturation

Maturation occurs in both American and Eastern European oak barrels, in which the aromas and flavor characteristics develop in the tequila as a brilliant amber brown color.

Filtration

After maturation, the tequila undergoes a special filtration process to selectively remove the color, yet maintain the aroma and flavor characteristics from aging, resulting in a clear spirit.

Delight the Senses

Color: Clear, sparkles with steel and platinum reflections

Aroma: Compelling marriage of caramel, honey, cooked agave and dried fruit with hints of chocolate, tobacco and sweets. Herbal notes and a touch of light freshness, lingering vanilla and nutmeg

Flavor: Voluminous, rich taste fills the palate with a silky mouth-feel. Notes of fig, quince, date, pineapple and pumpkin. Hints of cinnamon, vanilla and clove emerge with each sip

Finish: Long and pleasant

The Perfect Serve

Neat or On the Rocks:

We recommend serving Dobel® 50 Cristalino neat or on the rocks with a twist of lemon.



Tell a Story with a Bottle Pitch

1. Luxurious Wood Cap

Iconic black wood cap creates a memorable serving experience.

2. Label

An elevation of quality and modernity from the original label. The new approach focuses on an iconic and unique type monogram D50. The metallic substrate and the tactile embossed embellishment add to the overall premiumization of the brand.



3. New Shape!

Uniquely shaped bottle with new taller design will look perfect on shelf, back bar, or at home.

4. New Certified Organic

Dobel® is committed to evolving tequila in a clean and sustainable way.



Mexican artistry meets tequila mastery. The perfect union between two worlds: an Extra Añejo tequila and a bottle that holds one-of-a-kind craftsmanship, hand-painted in vivid colors, using the same technique for crafting traditional "alebrijes" by artisans from Oaxaca. The best of Mexico in a single product.

Create Desire

Art Meets Luxury

Dobel® Atelier® encapsulates perfection and luxury. Preserving the artisanal process and the knowledge inherited by 11 generations of Juan Dobel's family, giving rise to this authentic Extra Añejo tequila, which consists of a pairing of several reserves that provides harmony in aroma and palate.

Unique Dobel® Blending Process

Aged in small batches in American white oak and Eastern European oak with special toasting of origin, resulting in an excellent balance; subtlety and elegance that reveals multiple aromas and a remarkable long-lasting flavor.

Limited Edition Hand-Painted Bottles

Each bottle is hand-painted in limited editions, using the same technique used to make the traditional alebrijes of Oaxaca. Each year a new design is released inspired by Mexican culture and heritage.

Delight the Senses

Color: Dark amber, bright gold and copper tones

Aroma: A mix of sweet scents such as: agave, caramel, vanilla, chocolate, walnut, prune, dried fruit, butter, pineapple, apple, cinnamon, almonds and light tones of toasted wood

Flavor: Warm taste of wood, caramel and vanilla as well as agave and fruit, leave an exceptionally smooth aftertaste

Finish: Velvety sensation of pleasant softness and silkiness that ends in a pleasant warmth in the mouth

The Perfect Serve

Neat:

We recommend serving Dobel® Atelier neat in a tequila flute.



Tell a Story with a Bottle Pitch

1. Traditional Hand-Painted Technique

Each bottle is hand-painted using the same technique for crafting traditional "alebrijes" – the small, wood or cardboard figurines depicting fantastical creatures, originally from the state of Oaxaca, Mexico.

2. Collectible Designs

Each year five different designs are released under that year's theme allowing consumers to select their favorite design or collect all five.

3. Display Box

Each bottle comes in a beautiful box, allowing the product to be displayed and showcased as part of a luxury spirits collection or back bar.



4. Collectible Editions

On each label you will find the theme of the edition, the name of the artisan, the maestro tequilero, the date, the territory, as well as the number of bottles produced in that harvest.

DOBEL® 50 ANNIVERSARY SERIES

The Dobel® 50 Anniversary Series are limited and collectible editions of Extra Añejo tequila released every year, each with a different cask finish to celebrate 50th anniversary milestones.

Create Desire

Celebration of 50 Years

A recognition of the impact of time, the Anniversary Series was developed to honor what has come before but reimagining the future. This collection of complex tequilas began as a celebration of our founder, Juan Domingo Beckmann Legoretta's 50th birthday and the knowledge he has inherited as an 11th generation tequila maker.

Exceptional Smoothness

Slowly double-distilling our 100% agave spirit in traditional copper alembic stills for clarity and purity. Smoothness permeates every single Anniversary Series collection release and unites all eight of our expressions.

Gifting and Collectible

The Dobel® 50 Extra Añejo Anniversary Series is a true collector's item presented in beautifully luxurious packaging. A perfect collectible bottle for gifting any 50th celebration including anniversaries and birthdays.

Delight the Senses

Color: Amber with golden and copper tones

Aroma: Changes depending on the year and cask finish

Flavor: Notes are extraordinarily generous and complex, accentuated by carefully selected barrels where the tequila develops unique notes depending on the cask used

Finish: Long

The Perfect Serve

Neat:

We recommend serving Dobel® 50 Anniversary Series neat in a tequila flute.



Tell a Story with a Bottle Pitch

1. Luxury Packaging

Each bottle comes in a premium box, with authentic luxury packaging reminiscent of a moment in time.

2. Glass Bottle Stopper

The beautiful glass bottle stopper is housed in a drawer in the gift box for a premium and unique unboxing experience.

3. Beautiful Amber Color

The refinement and robustness the liquid has acquired over the years are evident in its amber colors with reflections of copper and gold.

4. Directly from the Maestro

"Every distinct profile within the Anniversary Series not only represents our perpetual innovation as tequila category creators but also emotionally honors a monumental moment in time – that's something beyond compare in the history of tequila and in the world of spirits."

–Juan Domingo Beckmann Legoretta



DOBEL[®]

TEQUILA

Mass Displays:

- Enhance brand visibility with secondary placements in-store as end cap display.

Standards:

- 80% Diamante Cristalino, 10% Blanco, 10% Reposado; where barrel program has sold in, endcap of barrel display

| Product | A accounts 15+ cases | B accounts 10+ cases | C accounts 5+ cases |
|------------------------|-------------------------|-------------------------|------------------------|
| Maestro Dobel Diamante | 10 | 7 | 3 |
| Maestro Dobel Blanco | 3 | 2 | 1 |
| Maestro Dobel Reposado | 3 | 2 | 1 |

A Accounts



B Accounts



C Accounts



Diamante Barrel Display



Añejo Barrel Display



DOBEL®

TEQUILA

Dobel® Diamante® Cristalino Tequila



AVAILABLE IN

50 mL 200 mL 375 mL 750 mL 1.75 L

Dobel® Varieties



AVAILABLE IN

Blanco Reposado Añejo Pavito® Dobel® 50
 375 mL, 750 mL 750 mL 750 mL 750 mL 750 mL, 1.75 L
 Organic

Dobel® Atelier®



AVAILABLE IN

Dobel® Atelier®
 750 mL

Dobel® Innovation



AVAILABLE IN

Dobel® 50 1974, 1975
 750 mL only

KEY SELLING POINTS

- Dobel® Tequila is sourced from a single estate and crafted from 100% blue agave in the volcanic lowlands of Tequila, Jalisco, Mexico
- World's first Cristalino tequila – a double-filtered blend of Extra Añejo, Añejo and Reposado – and the first Cristalino barrel program
- **Diamante®**: A blend of Reposado, Añejo and Extra Añejo tequilas rested in toasted new white oak from the Balkan region in Eastern Europe and filtered for exceptional smoothness and clarity
- **Pavito®**: World's first Pechuga tequila
- **Atelier®**: Atelier's extra aged liquid is a luxurious and smooth sipping tequila that's adored by tequila lovers and art aficionados, with each bottle being a unique hand-painted masterpiece, crafted by skilled Oaxacan artists
- The Maestro Tequilero's signature appears on each apothecary-style bottle
- Innovative brand with vast product range (Cristalino, Pechuga)





GRAN
CENTENARIO®
TEQUILA

GRAN CENTENARIO. PLATA TEQUILA

Mexico's #1 tequila, Gran Centenario® Plata is a meticulously-crafted tequila, slow-cooked, double-distilled and gently mellowed in American oak to preserve its fresh agave character with a smooth, refined finish. (*Source: IWSR 2024)*

Create Desire

A Mexican Legend

Established in 1857 by Lázaro Gallardo, Gran Centenario® Tequila remains a family-owned business and is still crafted in the highlands of Jalisco, Mexico at Ex Hacienda Los Camichines.

The First Maestro Tequilero

Lázaro Gallardo is claimed to be the first tequila master distiller (maestro tequilero) in history, as he created the Selección Suave® process. By this process, he would pick only the richest, smoothest tequilas and blend them together, creating a product with superior quality. This process is still in place while producing our tequila.

Agave, Water and Yeast – That's it. No shortcuts.

Gran Centenario® Plata includes only three ingredients: blue Weber agave, water and yeast – nothing else.

The Artisanal Journey

Gran Centenario® Plata is crafted through slow cooking in masonry ovens, followed by four-step roller milling and fermentation in closed stainless steel tanks for 40–50 hours. It is then double-distilled in traditional copper pot stills. Finally, the tequila is mellowed for 4–6 weeks in a large American oak pipón, allowing for a subtle wood influence that preserves its fresh agave character.

Delight the Senses

Color: Slightly straw-colored, with bright greenish-silver hues

Aroma: Balanced herbal aroma with hints of fruit and agave

Flavor: Balanced fruit-forward notes of pear, lime and citrus with a hint of black pepper

Finish: Ultra-smooth

The Perfect Serve

Gran Mangorita:

- 2 oz. Gran Centenario® Plata
- 1 oz. Fresh lime juice
- ¼ oz. Orange liqueur
- ½ oz. Fresh orange juice
- ½ oz. Mango (peeled, diced and blended)
- Garnish: Lime wedge

Add all ingredients to shaker with ice. Shake and strain over fresh ice into a rocks glass rimmed with chili-lime seasoning. Garnish with a lime wedge.



Tell a Story with a Bottle Pitch

1. Award-Winning, Family-Owned

Established in 1857, Gran Centenario® Tequila has been carrying Mexican traditions and heritage for centuries. It's a family-owned product that has transcended time and is recognized for its exceptional quality and taste.

2. The Legend of the Angel

Fearful of the plagues and cold weather that might threaten the agave plants, the legend follows that Lázaro Gallardo entrusted an angel to protect the crops, carrying a trumpet to alert Lázaro of any danger.



3. Unique Bottle Design

The Gran Centenario® Plata bottle, made of fluted glass, is inspired by the Art Deco style of design popular in the early 1900s.

4. Behind the Name

The Gran Centenario® name originated from the family's store and spirits outlet, inspired by their claim that their mezcäl wine "held the essence of the centuries".

GRAN CENTENARIO® REPOSADO TEQUILA

Mexico's #1 tequila*, Gran Centenario® is crafted using a unique and proprietary process called Selección Suave, resulting in its unbelievably smooth and rich taste. (*Source: IWSR 2024)

Create Desire

A Mexican Legend

Established in 1857 by Lázaro Gallardo, Gran Centenario® Tequila remains a family-owned business and is still crafted in the highlands of Jalisco, Mexico at Ex Hacienda Los Camichines.

The First Maestro Tequilero

Lázaro Gallardo is claimed to be the first tequila master distiller (maestro tequilero) in history, as he created the Selección Suave® process. By this process, he would pick only the richest, smoothest tequilas and blend them together, creating a product with superior quality. This process is still in place while producing our tequila.

The Artisanal Journey

Gran Centenario® Reposado is crafted through a traditional process that begins with slow cooking the agave in masonry ovens for 36–40 hours, followed by extraction using a four-step roller mill. Fermentation takes place in closed stainless steel tanks for 40–50 hours, and the spirit is then double-distilled in copper pot stills to ensure purity and character. The tequila is gently aged for 2–4 months in medium-char American oak barrels, adding subtle complexity while preserving its vibrant agave notes.

Delight the Senses

Color: Golden amber

Aroma: Light wood notes and a touch of fruit

Flavor: Sweet tones of cooked agave, light hints of oak, toasted almonds, vanilla and clove

Finish: Long, smooth and aromatic

The Perfect Serve

Gran Cantarito:

- 2 oz. Gran Centenario® Reposado
- ¼ oz. Fresh grapefruit juice
- ¼ oz. Fresh orange juice
- ½ oz. Fresh lime juice
- 1 Pinch of Salt
- Chilled grapefruit soda

Rim a cantarito with chamoy and chili powder. Add ice, tequila, juices and salt. Top with grapefruit soda and stir. Garnish with lime, lemon and grapefruit wedges.



Tell a Story with a Bottle Pitch

1. Award-Winning, Family-Owned

Established in 1857, Gran Centenario® Tequila has been carrying Mexican traditions and heritage for centuries. It's a family-owned product that has transcended time and is recognized for its exceptional quality and taste.

2. Selección Suave® Process

The proprietary process consists of selecting a mixture of different oak barrel aged batches to achieve the unique profile that characterizes Gran Centenario® Reposado Tequila: a smooth yet complex profile with a variety of aromas and flavors.



3. The Legend of the Angel

Fearful of the plagues and cold weather that might threaten the agave plants, the legend follows that Lázaro Gallardo entrusted an angel to protect the crops, carrying a trumpet to alert Lázaro of any danger.

4. Unique Bottle Design

The Gran Centenario® Reposado bottle, made of fluted glass, is inspired by the Art Deco style of design popular in the early 1900s.

GRAN CENTENARIO. AÑEJO TEQUILA

Mexico's #1 tequila, Gran Centenario® Añejo is a rich and refined tequila, aged 12–16 months in medium-charred American oak barrels to deliver a smooth, complex profile with notes of oak, spice and cooked agave. (*Source: IWSR 2024)*

Create Desire

A Mexican Legend

Established in 1857 by Lázaro Gallardo, Gran Centenario® Tequila remains a family-owned business and is still crafted in the highlands of Jalisco, Mexico at Ex Hacienda Los Camichines.

The First Maestro Tequilero

Lázaro Gallardo is claimed to be the first tequila master distiller (maestro tequilero) in history, as he created the Selección Suave® process. By this process, he would pick out the richest, smoothest tequilas and blend them together, creating a product with superior quality. This process is still in place while producing our tequila.

The Artisanal Journey

Gran Centenario® Añejo is crafted with care, beginning with agave slow-cooked in masonry ovens for 36–40 hours and then milled using a four-step roller process. Fermentation occurs in closed stainless steel tanks for 40–50 hours before the spirit undergoes double-distillation in copper pot stills for a refined character. Finally, it is aged for 12–16 months in medium-char American oak barrels, developing rich complexity and a smooth, balanced finish.

Delight the Senses

Color: Amber with copper and gold tones

Aroma: Cooked agave, toasted oak and nuts

Flavor: Sweet cooked agave, toasted nuts, unsweetened chocolate and caramel

Finish: Soft and complex with pleasant aromatics and a balanced finish

The Perfect Serve

Añejo Old Fashioned:

- 2 oz. Gran Centenario® Añejo
- ¼ oz. Cinnamon syrup
- 2 Chocolate mole bitters
- 2 dashes Orange bitters
- Garnish: Orange peel

Combined ingredients in a mixing glass. Add ice and stir. Strain into a rocks glass over fresh ice and garnish with an orange peel.



Tell a Story with a Bottle Pitch

1. Award-Winning, Family-Owned

Established in 1857, Gran Centenario® Tequila has been carrying Mexican traditions and heritage for centuries. It's a family-owned product that has transcended time and is recognized for its exceptional quality and taste.

2. Selección Suave® Process

The proprietary process consists of selecting a mixture of different oak barrel aged batches to achieve the unique profile that characterizes Gran Centenario® Añejo Tequila: a smooth yet complex profile with a variety of aromas and flavors.



3. The Legend of the Angel

Fearful of the plagues and cold weather that might threaten the agave plants, the legend follows that Lázaro Gallardo entrusted an angel to protect the crops, carrying a trumpet to alert Lázaro of any danger.

4. Unique Bottle Design

The Gran Centenario® Añejo bottle, made of fluted glass, is inspired by the Art Deco style of design popular in the early 1900s.

Mexico's #1 tequila, Gran Centenario® Cristalino is a premium aged tequila that is filtered to remove its color while preserving the rich, smooth flavors developed during extended barrel aging, resulting in a silky, refined spirit with subtle oak and vanilla notes. (Source: IWSR 2024)

Create Desire

A Mexican Legend

Established in 1857 by Lázaro Gallardo, Gran Centenario® Tequila remains a family-owned business and is still crafted in the highlands of Jalisco, Mexico at Ex Hacienda Los Camichines.

The First Maestro Tequilero

Lázaro Gallardo is claimed to be the first tequila master distiller (maestro tequilero) in history, as he created the Selección Suave® process. By this process, he would pick only the richest, smoothest tequilas and blend them together, creating a product with superior quality. This process is still in place while producing our tequila.

The Artisanal Journey

Gran Centenario® Cristalino is made from 100% blue Weber agave grown primarily in the Jalisco Highlands, using agave aged a minimum of 5.5 years. The agave is slow-cooked in masonry ovens, milled, fermented in stainless steel tanks, and double-distilled in copper pot stills before being aged 16–24 months in medium-char American oak barrels. To finish, the tequila is aged an additional 2–4 months in Calvados barrels and undergoes charcoal filtration with Mexican silver for a smooth, refined character.

Delight the Senses

Color: Flawless clarity with hints of silver

Aroma: Sweet agave and caramel aromas with a touch of vanilla, oak and apple

Flavor: Sweet notes of cooked agave seamlessly dance on the palate alongside hints of vanilla beans, baked apple and oak

Finish: Long, complex and ultra-smooth

The Perfect Serve

On the Rocks:

We recommend serving Gran Centenario® Cristalino on the rocks with a twist of lime.



Tell a Story with a Bottle Pitch

1. Award-Winning, Family-Owned

Established in 1857, Gran Centenario® Tequila has been carrying Mexican traditions and heritage for centuries. It's a family-owned product that has transcended time and is recognized for its exceptional quality and taste.

2. Selección Suave® Process

The proprietary process consists of selecting a mixture of different oak barrel aged batches to achieve the unique profile that characterizes Gran Centenario® Cristalino Tequila: a smooth yet complex profile with a variety of aromas and flavors.

3. The Legend of the Angel

Fearful of the plagues and cold weather that might threaten the agave plants, the legend follows that Lázaro Gallardo entrusted an angel to protect the crops, carrying a trumpet to alert Lázaro of any danger.



4. Unique Bottle Design

The Gran Centenario® Cristalino bottle, made of fluted glass, is inspired by the Art Deco style of design popular in the early 1900s.

5. Captivating Color

Inspired by the jade gemstone, known for its vibrant green color, which comes from specific minerals present in its crystal structure.

6. One-of-a-Kind Liquid

A blend of our finest Añejo and Extra Añejo tequilas, carefully finished in Calvados casks and filtered through a process that includes Mexican silver.

Mexico's #1 tequila, Gran Centenario® Leyenda is a premium tequila crafted from 100% blue Weber agave, aged in American oak barrels to deliver a rich and smooth flavor profile. (*Source: IWSR 2024)*

Create Desire

A Mexican Legend

Established in 1857 by Lázaro Gallardo, Gran Centenario® Tequila remains a family-owned business and is still crafted in the highlands of Jalisco, Mexico at Ex Hacienda Los Camichines.

The First Maestro Tequilero

Lázaro Gallardo is claimed to be the first tequila master distiller (maestro tequilero) in history, as he created the Selección Suave® process. By this process, he would pick only the richest, smoothest tequilas and blend them together, creating a product with superior quality. This process is still in place while producing our tequila.

The Artisanal Journey

Gran Centenario® Leyenda is made from 100% blue Weber agave, harvested after a minimum of 5.5 years, grown in the Jalisco Highlands either on estate farms or through trusted third parties. The agave is slow-cooked in masonry ovens for 36-40 hours, then milled using a four-step roller mill. Fermentation takes place in closed stainless steel tanks for 40-50 hours, followed by a double-distillation process in copper pot stills. The spirit is aged for 36 months in heavily charred American oak barrels, with older Extra Añejo reserves blended in to enhance complexity.

Delight the Senses

Color: Deep amber with bright copper sparks

Aroma: Intense aromatic notes of apple, pear, quince and raisins

Flavor: Subtle and sweet tones of wood, as well as nutshells, maple, eucalyptus, clove and thyme

Finish: Long, complex, balanced and incredibly smooth

The Perfect Serve

Neat:

We recommend serving Gran Centenario® Leyenda neat in a tequila flute.



Tell a Story with a Bottle Pitch

1. Award-Winning, Family-Owned

Established in 1857, Gran Centenario® Tequila has been carrying Mexican traditions and heritage for centuries. It's a family-owned product that has transcended time and is recognized for its exceptional quality and taste.

2. 150-Year-Old Recipe

Lázaro Gallardo first created this blend as a special tequila for his most distinguished guests. Today Leyenda continues this tradition, using the original 150+ year-old recipe, transcending generations to celebrate people, places and moments that bring us together.

3. The Legend of the Angel

Fearful of the plagues and cold weather that might threaten the agave plants, the legend follows that Lázaro Gallardo entrusted an angel to protect the crops, carrying a trumpet to alert Lázaro of any danger.



4. Unique Bottle Design

The Gran Centenario® Leyenda bottle, made of fluted glass, is inspired by the Art Deco style of design popular in the early 1900s.

5. One-of-a-Kind Liquid

Gran Centenario® Leyenda is double-distilled from carefully selected agaves aged in American oak barrels. After aging, the liquid is married with older, hand-picked reserves to enrich its complexity. Each step is meticulously supervised by the Tequila Master Distiller. Only a limited number of bottles are produced each year.

Prepare to immerse yourself in the luxurious world of Gran Centenario® Gallardo® Tequila Extra Añejo, a remarkable expression of tequila hailing from the vibrant highlands of Jalisco, Mexico.

Create Desire

Limited & Unprecedented

This limited edition is a 100% agave, award-winning tequila, aged in new American and French oak and finished in Bordeaux casks for an unprecedented taste.

Perfection in a Bottle

Gran Centenario® Gallardo® is an unparalleled tequila that pays homage to its land and its founder, Don Lázaro Gallardo. This new release highlights the perfection of the art of tequila-making and the family tradition, a legacy passed down through generations.

The Artisanal Journey

Gran Centenario® Gallardo® is made from 100% blue Weber agave grown in the Jalisco Highlands and cooked in masonry ovens for 36-40 hours. It is fermented with proprietary yeast, double-distilled in copper pot stills, and aged for 36 months in American and French oak barrels, with older Extra Añejo reserves blended in. Premium expressions are finished for 2-4 months in rare Bordeaux barrels for added complexity.

Delight the Senses

Color: A dark amber hue, adorned with shimmering golden nuances

Aroma: Featuring prominent notes of vanilla and oak

Flavor: Evoking hints of banana with a sweet and slightly creamy note, adding complexity with figs and a hint of earthiness, along with the refreshing crispness of apple, the nutty undertones and the vibrant sweetness of red fruits

Finish: Long and smooth finish

The Perfect Serve

On the Rocks:

We recommend serving Gran Centenario® Gallardo® on the rocks with a twist of lime.



Tell a Story with a Bottle Pitch

1. The Pinnacle of Tequila

Craftsmanship

Gran Centenario® Gallardo® Tequila Extra Añejo represents the pinnacle of tequila craftsmanship, where tradition and innovation merge in perfect harmony. The years of aging have bestowed upon it a remarkable complexity and an exquisite balance of flavors. With every sip, you'll discover layers of rich agave, notes of warm oak and a hint of caramel that lingers on the palate, creating an experience that is both captivating and indulgent.

2. Fine Extra Añejo Tequila

A remarkable expression of extra añejo tequila hailing from the vibrant highlands of Jalisco, Mexico. Encased in an elegant 750ml bottle, this exceptional offering stands as a testament to Gran Centenario's unwavering commitment to crafting fine tequilas.



3. Ultra-Smooth Tequila

The smoothness and depth of this extra añejo offering are a testament to the patience and meticulous care taken during the aging process.

4. The Cap

The silver wings cap adorning the bottle serves as a captivating symbol, rich in meaning and heritage as they are linked to the angel that guards our agaves.

5. Iconic Bottle

The Gran Centenario® Gallardo® bottle—a fusion of timeless Art Deco elegance and contemporary Mexican architectural flair. Crafted with precision, it embodies the spirit of modern design, celebrating Mexico's rich heritage while embracing its innovative future.

Gran Centenario® Tequila Expressions



Plata
375 mL, 750 mL, 1 L, 1.75 L

Reposado
375 mL, 750 mL, 1 L, 1.75 L

Añejo
375 mL, 750 mL, 1.75 L

AVAILABLE IN

Cristalino
750 mL

Leyenda
750 mL

Gallardo*
750 mL

KEY SELLING POINTS

- Mexico's best-selling tequila in terms of volume¹
- Established in 1857 by Lázaro Gallardo, the first Maestro Tequilero in history, Gran Centenario® is over 165 years old and is one of the oldest tequilas in the world
- Gran Centenario® is the official Tequila of the Mexican National Team and Leagues Cup
- Gran Centenario® is an authentic Mexican brand deeply rooted in tradition, craftsmanship and the rich heritage of tequila-making that spans generations
- Artfully crafted in small batches using the proprietary Selección Suave® process, which blends the richest and smoothest tequilas to create a superior product
- Gran Centenario® Añejo remains the share leader (30% share) among Super-Premium Añejos in its category²
- Gran Centenario® Plata is growing +24% surpassing Plata segment (-4%)²
- Winner of numerous prestigious awards: Over time, Gran Centenario® Añejo, Reposado and Plata have all won DOUBLE GOLD at the San Francisco World Spirits Competition

Sources: 1. IWSR 2024, 2. Nielsen xAOC + Liquor Plus + Conv - July 2025

Mass Displays:

- Enhance brand visibility with secondary placements in-store as end-cap display

Standards:

- 25% Plata, 50% Reposado, 25% Añejo

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 5+ cases |
|----------|-------------------------|-------------------------|------------------------|
| Plata | 9 | 5 | 2 |
| Reposado | 18 | 10 | 3 |
| Añejo | 9 | 5 | 1 |

A Accounts



C Accounts

B Accounts







Gran Coramino® Reposado is smooth and complex with a sweet vanilla finish.

Create Desire

Reposado

Our 100% blue agave tequila is double-distilled, aged for months in toasted French and American white oak barrels, then blended with Extra Añejo tequila matured in brandy barrels.

Distinctive Flavor

A smooth and easy drinking reposado with notes of roasted agave, raw honey and a sweet vanilla finish crafted to welcome new drinkers into the category.

World-Renowned Founders

Founded by world-renowned celebrity, Kevin Hart, and 11th generation tequila maker, Juan Domingo Beckmann.

Delight the Senses

Color: Golden honey

Aroma: Toasted oak and roasted agave

Flavor: Toasted oak, stone fruit and sweet roasted agave

Finish: Long and sweet

The Perfect Serve

Mino-Lada:

- 2 oz. Gran Coramino® Reposado
- 3 oz. Coconut water
- 2 oz. Pineapple juice
- ½ oz. Lime juice
- ¼ oz. Agave syrup
- Pinch of Ginger powder
- Pinch of Cayenne powder
- Salt (as desired)

In a cocktail shaker, add all ingredients. Add fresh ice, then shake and strain over crushed ice into a hurricane glass. Garnish with pineapple fronds and dehydrated lime wheel.



Tell a Story with a Bottle Pitch

1. Twisted Curve

The twisted curve of the bottle is inspired by silk to represent the smooth taste of our tequilas.

2. Smooth Accents

Smooth accents are a nod to high quality and our two founders' love for timeless luxury.



3. Logo Medallion Cork Cap

The brand's logo-medallion cork cap alludes to the high-quality liquid inside.

Gran Coramino[®] Cristalino is crystal-clear and incredibly smooth, with a sweet berry finish.

Create Desire

Crystal-Clear

An ultra-premium, 100% blue agave, reposado tequila that is rested in Eastern European oak barrels, finished in California cabernet wine barrels, then slow-filtered for a smooth flavor and crystal-clear color.

Award-Winning

Gran Coramino[®] continues to be awarded International Spirits accolades.

World-Renowned Founders

Founded by world-renowned celebrity, Kevin Hart, and 11th generation tequila maker, Juan Domingo Beckmann.

Delight the Senses

Color: Crystal-clear with platinum hues

Aroma: Cooked agave, ripened stone fruit and oak

Flavor: Sweet vanilla, butterscotch, berries and spice

Finish: Long and balanced

The Perfect Serve

The Win Win:

- 1 oz. Gran Coramino[®] Cristalino
- 1 oz. Coffee liqueur
- 1 oz. Win Win Signature Blend Coffee

Combine ingredients in a mixing glass, add ice and stir. Strain into a coupe glass and serve over fresh ice. Garnish with espresso beans.



Tell a Story with a Bottle Pitch

1. Twisted Curve

The twisted curve of the bottle is inspired by silk to represent the smooth taste of our tequilas.

2. Silver Accents

Silver accents are a nod to high quality and our two founders' love for timeless luxury.



3. Logo Medallion Cork Cap

The brand's logo-medallion cork cap alludes to the high-quality liquid inside.

Gran Coramino® Añejo tequila is rich and velvety with a sweet cognac finish.

Create Desire

Añejo

Our 100% blue agave tequila is aged for more than 12 months in American oak and French oak barrels before being blended with Añejo reserves aged in ex-cognac casks.

Award-Winning

Gran Coramino® Añejo continues to be awarded International Spirits accolades.

World-Renowned Founders

Founded by world-renowned celebrity, Kevin Hart, and 11th generation tequila maker, Juan Domingo Beckmann.

Delight the Senses

Color: Deep amber with copper hues

Aroma: Cooked agave, butterscotch and cinnamon

Flavor: Oak, dark chocolate, coffee and sweet vanilla

Finish: Long and sweet

Preferred Serve: The Myth

- 2 oz. Gran Coramino® Añejo
- Fresh Ice
- Garnish: Twist of orange

Preferred Cocktail: The Boss

- 2 oz. Gran Coramino® Añejo
- ¼ oz. Agave syrup
- 2 dashes of Orange bitters
- Fresh ice
- Garnish: Orange twist and cherry



Tell a Story with a Bottle Pitch

1. Twisted Curve

The twisted curve of the bottle is inspired by silk to represent the smooth taste of our tequilas.

2. Gold Accents

Gold accents are a nod to high quality and our two founders' love for timeless luxury.



3. Logo Medallion Cork Cap

The brand's logo-medallion cork cap alludes to the high-quality liquid inside.

Mass Displays:

- Enhance brand visibility with secondary placements in store

Standards:

- 70% Reposado, 20% Cristalino, 10% Añejo

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 5+ cases |
|------------|-------------------------|-------------------------|------------------------|
| Reposado | 21 | 11 | 4 |
| Cristalino | 6 | 3 | 1 |
| Añejo | 3 | 2 | 1 |

A Accounts



B Accounts



C Accounts



Gran Coramino® Reposado



AVAILABLE IN

375 mL

750 mL

1.75 L

Gran Coramino® Cristalino



AVAILABLE IN

375 mL

750 mL

1.75 L

Gran Coramino® Añejo



AVAILABLE IN

750 mL

KEY SELLING POINTS

- Founded by world-renowned celebrity, Kevin Hart, and 11th generation tequila maker, Juan Domingo Beckmann
- Gran Coramino® Reposado is the #2 innovation in the entire tequila category L52W* (*Source: Nielsen xAOC/LP/Conv L52W ending July 27, 2025)
- Ultra-Premium tequila segment is growing +23% and represents 25% of total tequila sales*
- Gran Coramino® continues to be awarded International Spirits accolades
(*Source: Nielsen xAOC/LP/Conv L52W ending July 27th, 2025)



JAJA

TEQUILA 100% AGAVE AZUL

JAJA BLANCO

TEQUILA 100% AGAVE AZUL

'JAJA' or 'HA HA' in English is not your ordinary tequila. With over 50 prestigious awards, including the coveted "2023 Tequila of the Year", our superior craftsmanship and down-to-earth approach are a true reflection of the passion, artistry and skill that goes into each bottle. At JAJA®, we're bringing the joy back to tequila by turning ordinary occasions into unforgettable memories. Because when it comes to living life, fun isn't optional, it's essential.

Create Desire

Traditional Process, Unique Finish

Our award-winning JAJA® Tequila is a testament to our unwavering commitment to quality. We start with 100% blue agave, patiently grown for eight years in sunny Jalisco, and blend it with pure volcanic water and our secret yeast. Always smooth and endlessly satisfying, our small-batch Blanco reveals subtle notes of cooked agave, green apple and hints of vanilla.

Eco-Friendly Tequila

JAJA® is good for more than just laughs – it's good to the Earth and the communities we serve, too. Made with only sustainably-sourced ingredients and packaging materials.

All the Proof You Need

JAJA® Tequila Blanco has won over 25 prestigious awards since 2022, including the "2025 Tequila Producer of the Year" and the coveted "2023 Tequila of the Year" by LSC.



Delight the Senses

Color: Refreshingly clear with silver sparkles

Aroma: Hints of green apple

Flavor: Roasted agave with herbal notes

Finish: Round finish with a touch of cracked black pepper

The Perfect Serve

JAJA® Rita:

- 2 oz. JAJA® Tequila Blanco
- ½ oz. Agave syrup
- ¼ oz. Fresh lime juice
- 1 Lime

Shake all ingredients with ice and strain over fresh ice.

Salt rim and garnish with a lime wedge.



Tell a Story with a Bottle Pitch

1. A Bottle for All

Every aspect of JAJA® is about inclusivity; for the bottle, our goal was to create a distinct bottle that felt new, yet timeless and ergonomic for our audience. Our bottles stand out whether they're on a restaurant back bar, retail shelf or at home on your bar cart.

2. Eco-Friendly Tequila

In keeping with our more eco-conscious values, the bottle is also made of 90% recycled glass and is 100% recyclable.

3. Our Agave

The texture is reminiscent of the stream of volcanic water adding a tactile element and connection to Jalisco.



4. En Ingles "HA-HA"

It's all in the name, quality tequila for uncomplicated fun. Keep Laughing!

5. Our Landscape

Each product has a different color story which makes them unique. Our reinterpretation of Jalisco's landscape from daytime to dawn allows each expression to own a preferred moment to enjoy JAJA®, beginning with blanco; a bright and vibrant palette.

6. Emotional Benefit

JAJA's artful approach inspires people to be their most creative selves.

JAJA REPOSADO

TEQUILA 100% AGAVE AZUL

'JAJA' or 'HA HA' in English is not your ordinary tequila. With over 50 prestigious awards, including the coveted "2023 Tequila of the Year", our superior craftsmanship and down-to-earth approach are a true reflection of the passion, artistry and skill that goes into each bottle. At JAJA®, we're bringing the joy back to tequila by turning ordinary occasions into unforgettable memories. Because when it comes to living life, fun isn't optional, it's essential.

Create Desire

Putting the Spirit Back into Tequila

Our award-winning JAJA® Tequila is a testament to our unwavering commitment to quality. We start with 100% blue agave, patiently grown for eight years in sunny Jalisco, and blend it with pure volcanic water and our secret yeast. Aged for six months in the finest oak barrels, our small-batch Reposado exhibits notes of sweet maple, cooked agave and toasted wood. Rich and refined, but still down-to-earth.

Eco-Friendly Tequila

JAJA® is good for more than just laughs – it's good to the Earth and the communities we serve, too. Made with only sustainably-sourced ingredients and packaging materials.

All the Proof You Need

JAJA® Tequila Reposado has won 16 prestigious industry awards since 2022, including Double Gold by SIP Awards 2023 and more recently Triple Gold at Major Liquor Spirit Awards (MLSA) in 2025.



Delight the Senses

Color: Brightly golden

Aroma: Sweet maple and toasted wood

Flavor: Roasted agave and woody vanilla

Finish: Rich with notes of caramel

The Perfect Serve

Espresso Martini:

- 1 ½ oz. JAJA® Tequila Reposado
- 1 oz. Espresso coffee
- ¼ oz. Coffee liqueur
- ¼ oz. Simple syrup

Shake all ingredients with ice and strain into a chilled martini glass. Garnish with espresso beans.



Tell a Story with a Bottle Pitch

1. A Bottle for All

Every aspect of JAJA® is about inclusivity; for the bottle, our goal was to create a distinct bottle that felt new, yet timeless and ergonomic for our audience. Our bottles stand out whether they're on a restaurant back bar, retail shelf or at home on your bar cart.

2. Eco-Friendly Tequila

In keeping with our more eco-conscious values, the bottle is also made of 90% recycled glass and is 100% recyclable.

3. Our Agave

The texture is reminiscent of the stream of volcanic water adding a tactile element and connection to Jalisco.



4. En Ingles "HA-HA"

It's all in the name, quality tequila for uncomplicated fun. Keep Laughing!

5. Our Landscape

Each product has a different color story which makes them unique. Our reinterpretation of Jalisco's landscape from daytime to dawn allows each expression to own a preferred moment to enjoy JAJA®, beginning with blanco; a bright and vibrant palette.

6. Emotional Benefit

JAJA's artful approach inspires people to be their most creative selves.

JAJA AÑEJO

TEQUILA 100% AGAVE AZUL

'JAJA' or 'HA HA' in English is not your ordinary tequila. With over 50 prestigious awards, including the coveted "2023 Tequila of the Year", our superior craftsmanship and down-to-earth approach are a true reflection of the passion, artistry and skill that goes into each bottle. At JAJA®, we're bringing the joy back to tequila by turning ordinary occasions into unforgettable memories. Because when it comes to living life, fun isn't optional, it's essential.

Create Desire

Putting the Spirit Back into Tequila

Our award-winning JAJA® Tequila is a testament to our unwavering commitment to quality. We start with 100% blue agave, patiently grown for eight years in sunny Jalisco, and blend it with pure volcanic water and our secret yeast. Aged for one year in American oak barrels, our Añejo is an exceptional tequila with a full-bodied profile and a complex range of flavors.

Eco-Friendly Tequila

JAJA® is good for more than just laughs – it's good to the Earth and the communities we serve, too. Made with only sustainably-sourced ingredients and packaging materials.

All the Proof You Need

JAJA® Tequila Añejo has won over 11 prestigious industry awards, including Double Gold and Innovation Award by SIP Awards 2024 and more recently Gold at Bartenders Spirits Awards 2025.



Delight the Senses

Color: Deep gold with copper sparkles

Aroma: Roasted coffee, caramel, prune and dried fruit

Flavor: Roasted agave, smooth caramel

Finish: Full-bodied honeyed finish

The Perfect Serve

JAJA® Old Fashioned:

- 2 oz. JAJA® Tequila Añejo
- 1 tablespoon Agave nectar
- 3 dashes of Angostura bitters

Add all ingredients to a rocks glass and stir with ice. Garnish with an orange twist.



Tell a Story with a Bottle Pitch

1. A Bottle for All

Every aspect of JAJA® is about inclusivity; for the bottle, our goal was to create a distinct bottle that felt new, yet timeless and ergonomic for our audience. Our bottles stand out whether they're on a restaurant back bar, retail shelf or at home on your bar cart.

2. Eco-Friendly Tequila

In keeping with our more eco-conscious values, the bottle is also made of 90% recycled glass and is 100% recyclable.

3. Our Agave

The texture is reminiscent of the stream of volcanic water adding a tactile element and connection to Jalisco.



4. En Ingles "HA-HA"

It's all in the name, quality tequila for uncomplicated fun. Keep Laughing!

5. Our Landscape

Each product has a different color story which makes them unique. Our reinterpretation of Jalisco's landscape from daytime to dawn allows each expression to own a preferred moment to enjoy JAJA®, beginning with blanco; a bright and vibrant palette.

6. Emotional Benefit

JAJA's artful approach inspires people to be their most creative selves.

JAJA® Tequila 100% Agave Azul



Blanco
375 mL & 750 mL

AVAILABLE IN

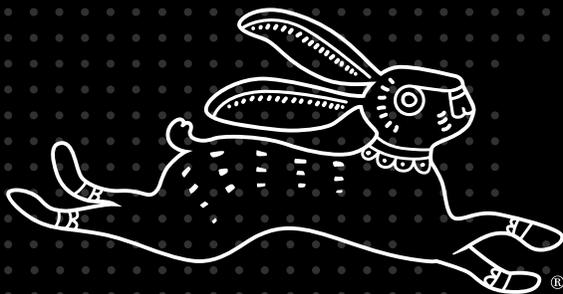
Reposado
750 mL only

Añejo
750 mL only

KEY SELLING POINTS

- JAJA® Tequila has won over 50 prestigious awards, including the coveted "2023 Tequila of the Year" by LSC
- Delivers superior craftsmanship with a down-to-earth approach and affordable price
- JAJA® is sustainably-produced from 100% Highland blue agave
- JAJA's disruptive digital-first marketing strategy leverages our +40 million follower social media reach including Fuck Jerry and The Chainsmokers platform
- JAJA® is the perfect balance between quality and fun, created for celebrating the little things in life and a reminder to Keep Laughing
- JAJA® is redefining the premium category with award-winning taste and a design that catches the eye
- JAJA® is proudly plant-based, vegan, gluten-free and kosher, catering to today's mindful drinkers
- Position JAJA® as a premium option at an accessible price, making it an easy upgrade for consumers
- Proven Crowd-Pleaser: JAJA® is perfect for social occasions, cocktails and gatherings, driving both sales and satisfaction





— *Mezcal Artesanal* —

400 CONEJOS®

400 Conejos®, #1 Mezcal¹ in the U.S. and Mexico, carries ancient Mesoamerican traditions in every bottle. It is well-balanced and smooth with soft hints of wood, sweets notes of cooked agave and a pleasant smoky finish. (*Source: IWSR 2024)

Create Desire

Embracing Ancient Methods

In the town of Tlacolula, in Mexico's renowned state of Oaxaca, carefully selected Espadín agaves are harvested and then cooked in traditional volcanic earth pit ovens.

The wood is lit and volcanic rocks are placed on top of it in a pyramid shape. The oven is covered with cloth and earth and the piñas are cooked for 3 to 5 days. Once cooked, the piñas are milled using a stone pulled by a horse. The fermentation process then takes place in a wooden tub.

400 Conejos® Mezcal is double-distilled in copper pot stills and then bottled to enjoy at 80 proof.

Delight the Senses

Color: Crystalline colorless with shiny nuances and great body
Aroma: Campfire and ash, accompanied by faint ripe fruits and light herbal notes

Flavor: Soft, with hints of fresh wood that are subtly combined with sweet notes of cooked agave

Finish: Pleasant and smoky

The Perfect Serve

Spicy Mezcalita:

- 2 oz. 400 Conejos® Joven Mezcal
- ½ oz. Fresh lime juice
- 2 oz. Fresh grapefruit juice
- ½ oz. Honey
- 1 oz. Sparkling water
- Garnish: Chili salt, sliced jalapeño and grapefruit slices

Rim glass with chili salt. Fill a shaker with ice and add mezcal, lime juice, grapefruit juice, a jalapeño slice and honey. Strain into an ice-filled glass, add a splash of sparkling water and garnish.



Tell a Story with a Bottle Pitch

1. Ritual

Native Mesoamerican tradition allowed only priests to establish a channel of communication with the gods. To achieve it, they practiced ritual drinking of beverages made from agave. The gods of the drinks were called collectively centzon totochtin (400 rabbits) in Nahuatl. The number 400 was synonymous with "innumerable" and "uncountable." It is believed that the spirit of the 400 rabbits carries on to this day in each bottle of this fine mezcal.

2. Strong Value Proposition

Not only is 400 Conejos® a brand of high quality and authenticity, but it also has standout colorful packaging reminiscent of Oaxaca, Mexico.





REPOSADO

400 Conejos® Reposado is made with Espadín agave in Oaxaca, Mexico. The mezcal is made in a copper still and it is aged for 3 months in American oak barrels before bottling. The aging of this mezcal gives it a caramel color and a sweeter, softer taste.

Create Desire

Embracing Ancient Methods

In the town of Tlacolula, in Mexico's renowned state of Oaxaca, carefully selected Espadín agaves are harvested and then cooked in traditional volcanic earth pit ovens.

The wood is lit and volcanic rocks are placed on top of it in a pyramid shape. The oven is covered with cloth and earth and the piñas are cooked for 3 to 5 days. Once cooked, the piñas are milled using a stone pulled by a horse. The fermentation process then takes place in a wooden tub.

400 Conejos® Mezcal is double-distilled in copper pot stills, aged in ex-tequila casks long enough to become a reposado and then bottled to enjoy at 80 proof.

Delight the Senses

Color: A softly golden hue, adorned with shimmering silver nuances
Aroma: It carries sweet hints of citrus, azahar and the fresh scent of grass. Soft fruity notes, a touch of mesquite and of earth

Flavor: Warm and welcoming, it reveals a dance of herbal and citrus blending with the smokiness of cooked pineapple and fresh green fruits

Finish: Adorned with the enticing caress of damp earth, lingering to create a delightful sensation

The Perfect Serve

Mezcaloma:

- 2 oz. 400 Conejos® Reposado Mezcal
- 1 oz. Grapefruit juice
- ¼ oz. Elderflower liqueur (St. Germain)

In an iced mixing tin add all ingredients. Shake and strain into iced Collins glass. Top with soda water. Garnish with grapefruit in the shape of rabbit ears.



Tell a Story with a Bottle Pitch

1. Mexico's Favorite Mezcal*

400 Conejos® is finely-crafted from 100% Espadín agave and carries ancient Mesoamerican traditions in every bottle. Our award-winning mezcal is well-balanced and smooth with soft hints of wood, sweet notes of cooked agave and a pleasant smoky finish. (*Source: IWSR 2024)

2. The Colors of Mexico

Not only is 400 Conejos® a brand of high quality and authenticity, but it also has standout colorful packaging reminiscent of Oaxaca, Mexico.



3. A Unique Brand Story:

Centzon-Totochtin (400 Rabbits)

According to native Mesoamerican traditions, priests were the only ones who could establish a channel of communication with the gods. To achieve it, they practiced ritual drinking of beverages made from agave. The gods of the drinks were collectively called centzon-totochtin (400 rabbits) in Nahuatl. The number 400 was synonymous with "innumerable" and "uncountable". It is believed that the spirit of the 400 rabbits carries on in each bottle of this fine mezcal. Smooth, lightly smoky and easy to drink, 400 Conejos® is perfect for those beginning their mezcal-drinking journey.

400 Conejos® Añejo is made with Espadín agave in Oaxaca, Mexico. The mezcal is made in a copper still and it is aged in American oak barrels before bottling. The aging of this mezcal gives it a caramel color and a sweeter, softer taste.

Create Desire

Embracing Ancient Methods

In the town of Tlacolula, in Mexico's renowned state of Oaxaca, carefully selected Espadín agaves are harvested and then cooked in traditional volcanic earth pit ovens.

The wood is lit and volcanic rocks are placed on top of it in a pyramid shape. The oven is covered with cloth and earth and the piñas are cooked for 3 to 5 days. Once cooked, the piñas are milled using a stone pulled by a horse. The fermentation process then takes place in a wooden tub.

400 Conejos® Mezcal is double-distilled in copper pot stills, aged in ex-tequila casks long enough to become an añejo and then bottled to enjoy at 80 proof.

Delight the Senses

Color: Dark with amber tones, forming delicate tears with golden glints

Aroma: Smoky with hints of wood, followed by delicate tones of cooked agave and fruity notes

Flavor: Bold and flavorful on the palate, finding a perfect mix of smoky and woody vibes. There's a touch of sweet caramel and vanilla that slowly fades, leaving behind a gentle hint of citrus and fruity goodness in the end

Finish: Soft and complex with a touch of smoke

The Perfect Serve

Conegroni:

- 1½ oz. 400 Conejos® Añejo Mezcal
- ¼ oz. Italian liqueur
- ½ oz. Sweet vermouth

In an iced mixing glass add all ingredients. Stir and strain into iced rocks glass. Garnish with lemon with a shape of rabbit ears.



Tell a Story with a Bottle Pitch

1. Mexico's Favorite Mezcal!

400 Conejos® is finely crafted from 100% Espadín agave and carries ancient Mesoamerican traditions in every bottle. Our award-winning mezcal is well-balanced and smooth with soft hints of wood, sweet notes of cooked agave and a pleasant smoky finish. (Source: IWSR 2024)

2. The Colors of Mexico

Not only is 400 Conejos® a brand of high quality and authenticity, but it also has standout colorful packaging reminiscent of Oaxaca, Mexico.



3. A Unique Brand Story:

Centzon-Totochtin (400 Rabbits)

According to native Mesoamerican traditions, priests were the only ones who could establish a channel of communication with the gods. To achieve it, they practiced ritual drinking of beverages made from agave. The gods of the drinks were collectively called centzon-totochtin (400 rabbits) in Nahuatl. The number 400 was synonymous with "innumerable" and "uncountable". It is believed that the spirit of the 400 rabbits carries on in each bottle of this fine mezcal. Smooth, lightly smoky and easy to drink, 400 Conejos® is perfect for those beginning their mezcal-drinking journey.

400 Conejos®, #1 Mezcal* in U.S. and Mexico, carries ancient Mesoamerican traditions in every bottle. It is subtly sweet with floral and earthy tones and a lingering trace of smoke. (*Source: IWSR 2024)

Create Desire

Embracing Ancient Methods

In the towns of Tlacolula and Miahuatlán, in Mexico's renowned state of Oaxaca, carefully selected Espadín and Cuishe agaves are harvested and then cooked in traditional volcanic earth pit ovens.

The wood is lit and volcanic rocks are placed on top of it in a pyramid shape. The oven is covered with cloth and earth and the piñas are cooked for 3 to 5 days. Once cooked, the piñas are milled using a stone pulled by a horse. The fermentation process then takes place in a wooden tub.

400 Conejos® Mezcal is double-distilled in copper pot stills and then bottled to enjoy at 80 proof.

Delight the Senses

Color: Transparent with nuanced platinum sparks

Aroma: Floral and herbal aromas, combined with a hint of firewood and ash

Flavor: Subtly sweet cooked agave emerges on the palate alongside subtle floral and earthy tones

Finish: Complex and smooth with a lingering trace of smoke

The Perfect Serve

Mezcal Espresso Conejini:

- 2 oz. 400 Conejos® Cuishe Mezcal
- ¾ oz. Coffee liqueur
- 1 oz. Espresso
- ½ oz. Orgeat
- 2 dashes Xocolatl mole bitters

Combine ingredients in a shaker tin with ice and shake to chill. Fine strain into a coupe glass and garnish.



Tell a Story with a Bottle Pitch

1. Ritual

Native Mesoamerican religious tradition allowed only priests to establish a channel of communication with the gods. To achieve it, they practiced ritual drinking of beverages made from agave. The gods of the drinks were called collectively centzon totochtin (400 rabbits) in Nahuatl. The number 400 was synonymous with "innumerable" and "uncountable." It is believed that the spirit of the 400 rabbits carries on to this day in each bottle of this fine mezcal.

2. Strong Value Proposition

Not only is 400 Conejos® a brand of high quality and authenticity, but it also has standout colorful packaging reminiscent of Oaxaca, Mexico.



400 Conejos®, #1 Mezcal* in U.S. and Mexico, carries ancient Mesoamerican traditions in every bottle. It has well-balanced citrus and herbal notes, enhanced by green fruits and smokiness from the cooked agave.

(*Source: IWSR 2024)

Create Desire

Embracing Ancient Methods

In the towns of Tlacolula and Yautepec, in Mexico's renowned state of Oaxaca, carefully selected Espadín and Tobalá agaves are harvested and then cooked in traditional volcanic earth pit ovens. The wood is lit and volcanic rocks are placed on top of it in a pyramid shape. The oven is covered with cloth and earth and the piñas are cooked for 3 to 5 days. Once cooked, the piñas are milled using a stone pulled by a horse. The fermentation process then takes place in a wooden tub.

400 Conejos® Mezcal is double-distilled in copper pot stills and then bottled to enjoy at 80 proof.

Delight the Senses

Color: Clear with bright silver hues

Aroma: Citrus and orange blossom emerges, leading to more subtle mesquite and fruity aromas

Flavor: Balanced citrus and herbal notes, enhanced by green fruits and smokiness from the cooked agave

Finish: Soft and complex with a touch of smoke

The Perfect Serve

Oaxaca Mule:

- 1½ oz. 400 Conejos® Tobalá Mezcal
- 3 Cucumber slices
- ½ oz. Agave syrup
- ¼ oz. Lime juice
- ¼ oz. Passion fruit juice
- Top with Chilled ginger beer

Muddle cucumber with agave syrup in shaker, then add mezcal, lime juice and passion fruit juice with ice and shake well. Strain into rocks glass over ice. Top with ginger beer. Garnish with cucumber.



Tell a Story with a Bottle Pitch

1. Ritual

Native Mesoamerican tradition allowed only priests to establish a channel of communication with the gods. To achieve it, they practiced ritual drinking of beverages made from agave. The gods of the drinks were called collectively centzon totochtin (400 rabbits) in Nahuatl. The number 400 was synonymous with "innumerable" and "uncountable." It is believed that the spirit of the 400 rabbits carries on to this day in each bottle of this fine mezcal.

2. Strong Value Proposition

Not only is 400 Conejos® a brand of high quality and authenticity, but it also has standout colorful packaging reminiscent of Oaxaca, Mexico.





— Mescal Artesanal —
400 CONEJOS

Mass Displays:

- Enhance brand visibility with secondary placements in store

Standards:

- 80% Joven, 15% Reposado, 5% Añejo

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 5+ cases |
|----------|-------------------------|-------------------------|------------------------|
| Joven | 24 | 12 | 4 |
| Reposado | 5 | 2 | 1 |
| Añejo | 2 | 1 | 0 |

A Accounts



B Accounts



C Accounts





— Mezcal Artesanal —
400 CONEJOS

400 Conejos® Mezcal Expressions



Joven
200 mL, 750 mL, 1.75 L



Reposado
750 mL only



AVAILABLE IN
Añejo
750 mL only



Cuishe
200 mL, 750 mL



Tobalá
200 mL, 750 mL

KEY SELLING POINTS

- 400 Conejos® is the world's best-selling mezcal* (*Source: IWSR 2024)
- 400 Conejos® is consistently winning top-tier awards, including Mezcal of the Year 2025
- 400 Conejos® is well-balanced and smooth with soft hints of wood, sweet notes of cooked agave and a pleasant smoky finish



CREYENTE[®]

MEZCAL ARTESANAL



ESPADÍN



Creylene® Mezcal comes from a rich tradition of artisanal mezcal to create a remarkable new alchemy, blending distinctive agaves, regions and traits that give birth to an extraordinary mezcal.

Create Desire

An Unbelievable Mezcal

The creation of Creylene® Espadín begins by selecting and harvesting the finest quality Espadín agave from the Sierra Sur and Valles Centrales regions of Oaxaca. After cutting the leaves (known as pencas), the heart, or piña, is roasted using an artisanal method with mesquite wood in a horno cónico de piedra (stone oven) for three days, giving it that characteristic smoky aroma and taste. The piña is then ground by hand using a molino de piedra (stone mill) to extract its juices, which are later fermented in wooden barrels. After fermentation, the mezcals from both regions are distilled in small copper stills, then blended together to create an unbelievable new mezcal.

Sal de Gusano: Worm Salt

Following the traditional ritual of drinking mezcal, we have created our own worm salt with a custom recipe. The salt is carefully prepared using sea salt from Colima and crushed maguey worms. Enjoy sipping on Creylene® straight with a slice of orange and our exquisite salt.

Delight the Senses

Color: Clear with bright copper hues/shades and full body

Aroma: Elegant and lingering smoky notes that blend subtly with sweet fruity traces, fresh oak wood, mesquite and light herbal hints

Flavor: Sweet, reminiscent of cooked agave, pleasant smoky notes and hints of fruit, yielding a smooth mezcal with layers of complexity

Finish: Overarching rich, yet smooth, smoky mesquite wood flavor

The Perfect Serve

Soulmates:

- 1 ½ oz. Creylene® Espadín
- 2 oz. Fresh orange juice
- 1 oz. Fresh lemon juice
- Pinch of Dried oregano salt
- Dash of Light beer, to top
- Garnish: Grilled orange slice

Combine first 4 ingredients in shaker with ice, shake well and pour into oregano salt-rimmed glass. Top with beer and garnish.



Tell a Story with a Bottle Pitch

1. Heritage

Creylene® is crafted in Oaxaca, Mexico using traditional methods to unearth the curious smoky flavor and subtle fruity notes.

2. Blend

Creylene® Mezcal Joven is the union of 100% Espadín agave from the Sierra Sur and Valles Centrales regions of Oaxaca, Mexico.

3. Ritual

Creylene® Mezcal Joven is best enjoyed the traditional way: accompanied by worm salt (sal de gusano) and a fresh orange wedge. Alternatively, add to your favorite cocktail for a smoky twist.



4. Hybrid Animal

Our visionary blend takes the form of a hybrid animal, the Chimera.

- The full, velvety smooth body is symbolized by the figure of the jaguar.
- Sweet hints of fruit and light herbal notes are embodied by the legs of the antelope.
- The overarching smoky mesquite wood flavor unifying these elements is epitomized by the Golden Eagle of Mexico.



TOBALÁ



CREYENTE

MEZCAL ARTESANAL

Creyente® Mezcal comes from a rich tradition of artisanal mezcal to create a remarkable new alchemy, blending distinctive agaves, regions and traits that give birth to an extraordinary mezcal.

Create Desire

An Unbelievable Mezcal

The creation of Creyente® Tobalá begins by selecting and harvesting the finest quality Tobalá agaves from the Sierra Sur and Valles Centrales regions of Oaxaca. After cutting the leaves (known as pencas), the heart, or piña, is roasted using an artisanal method with mesquite wood in a horno cónico de piedra (stone oven) for three days, giving it that characteristic smoky aroma and taste. The piña is then ground by hand using a molino de piedra (stone mill) to extract its juices, which are later fermented in wooden barrels. After fermentation, the mezcals from both regions are distilled in small copper stills, then blended together to create an unbelievable new mezcal.

Sal de Gusano: Worm Salt

Following the traditional ritual of drinking mezcal, we have created our own worm salt with a custom recipe. The salt is carefully prepared using sea salt from Colima and crushed maguey worms. Enjoy sipping on Creyente® straight with a slice of orange and our exquisite salt.

Delight the Senses

Color: Clear and colorless, adorned with gleaming silver accents and a robust body

Aroma: Balancing herbal and floral hints with a gentle smokiness, alongside a potent earthy scent

Flavor: Delicately soft on the palate, skillfully melding fruity and smoky tones, culminating in a delectable finish of citrusy brightness and grounding earthiness

Finish: Ultra-smooth

The Perfect Serve

El Despertador:

- 1 ½ oz. Creyente® Tobalá
- 1 oz. Espresso
- 1 oz. Simple syrup
- Pinch of Cacao powder
- Dash of Angostura bitters
- Garnish: Cocoa powder and orange twist

Combine all ingredients in a shaker with ice, shake well and strain into a coupe glass. Add garnish.



Tell a Story with a Bottle Pitch

1. Heritage

Creyente® Tobalá is crafted in Oaxaca, Mexico using traditional methods to unearth the curious smoky flavor and subtle fruity notes.

2. Blend

Creyente® Tobalá is an exceptionally crafted mezcal that selects Tobalá agaves from diverse regions, expertly combining flavors with patience under the skillful guidance of our Maestro Mezcalero.

3. Ritual

Creyente® Tobalá is best enjoyed the traditional way: accompanied by worm salt (sal de gusano) and a fresh orange wedge. Alternatively, add to your favorite cocktail for a smoky twist.



4. Hybrid Animal

Our visionary blend takes the form of a hybrid animal, the Chimera.

- Its robust body expresses itself through the image of the bear: strong, wise and audacious
- With sweetness and acute intuition, the deer provides the earthy and floral character
- It is from the mysterious nature of the jaguar that we obtain the smoky notes and expression of elegance and power

The union of the three composes a fantastic creature that revolutionizes the essence of Mezcal Creyente®.



CUISHE



CREYENTE[®]
MEZCAL ARTESANAL

Creyente[®] Mezcal comes from a rich tradition of artisanal mezcal to create a remarkable new alchemy, blending distinctive agaves, regions and traits that give birth to an extraordinary mezcal.

Create Desire

An Unbelievable Mezcal

The creation of Creyente[®] Cuishe begins by selecting and harvesting the finest quality Cuishe agaves from the Sierra Sur and Valles Centrales regions of Oaxaca. After cutting the leaves (known as pencas), the heart, or piña, is roasted using an artisanal method with mesquite wood in a horno cónico de piedra (stone oven) for three days, giving it that characteristic smoky aroma and taste. The piña is then ground by hand using a molino de piedra (stone mill) to extract its juices, which are later fermented in wooden barrels. After fermentation, the mezcals from both regions are distilled in small copper stills, then blended together to create an unbelievable new mezcal.

Sal de Gusano: Worm Salt

Following the traditional ritual of drinking mezcal, we have created our own worm salt with a custom recipe. The salt is carefully prepared using sea salt from Colima and crushed maguey worms. Enjoy sipping on Creyente[®] straight with a slice of orange and our exquisite salt.

Delight the Senses

Color: Clear, crystalline with radiant silver undertones, boasting a substantial body

Aroma: Intertwining herbal notes of green pineapple, smoky earthiness and delicate pear/apple hints

Flavor: Prominent smokiness accompanied by a subtle sweetness, complemented by fruity and earthy notes

Finish: Ultra-smooth

The Perfect Serve

Dirty Mezcal Tonic:

- 1 ½ oz. Creyente[®] Cuishe
- Splash of Olive brine
- A few Rosemary sprigs
- Tonic water, to top
- Garnish: 1 Rosemary sprig, lemon wheel and 3 olives

Rub rosemary sprigs inside of a glass for flavor, fill with ice, and add mezcal, olive brine and tonic. Stir gently and add garnishes.



Tell a Story with a Bottle Pitch

1. Heritage

Creyente[®] Cuishe is crafted in Oaxaca, Mexico using traditional methods to unearth the curious smoky flavor and subtle fruity notes.

2. Blend

Creyente[®] Cuishe is an exceptionally crafted mezcal that selects Cuishe agaves from diverse regions, expertly combining flavors with patience under the skillful guidance of our Maestro Mezcalero.

3. Ritual

3. Creyente[®] Cuishe is best enjoyed the traditional way: accompanied by worm salt (sal de gusano) and a fresh orange wedge. Alternatively, add to your favorite cocktail for a smoky twist.



4. Hybrid Animal

Our visionary blend takes the form of a hybrid animal, the Chimera.

- The armadillo, which encourages introspection and evokes the scent of damp earth
- The boldness and intensity akin to the golden eagle's claws
- The elusive smokiness of the jaguar, representing elegance and strength

Together, these elements form a captivating creature that redefines the essence of Mezcal Creyente, delivering an experience beyond compare.



AZUL AÑEJO CRISTALINO



Creylene® Mezcal comes from a rich tradition of artisanal mezcal to create a remarkable new alchemy, blending distinctive agaves, regions and traits that give birth to an extraordinary mezcal.

Create Desire

An Unbelievable Mezcal

Born from fire and oak, Creylene® Cristalino Añejo begins its journey in the mineral-rich soils of the Valles Centrales and Sierra Sur regions of Oaxaca, Mexico. Only the finest Espadín and Cuishe agaves are handpicked at peak maturity, before being cooked in underground pit ovens using traditional methods. The perfectly-roasted agave hearts are then crushed through the centuries-old custom of using a tahona stone wheel.

Following fermentation and double-distillation in copper pot stills, the resulting liquid is aged in new American oak casks for added complexity and exquisite taste.

Prior to bottling our artisanal mezcal undergoes a unique and proprietary filtration process, resulting in a final product of impeccable clarity and incomparable smoothness. Creylene® Cristalino Añejo reveals soft hints of smoke that gently mingle alongside sweet undertones of fresh citrus, herbs, and spice. A mezcal this unique and refined must be experienced to be truly understood.

Creylene® Azul Cristalino Añejo. Believe in the unseen.

Delight the Senses

Color: A pristine, colorless elixir glistens with silver reflections
Aroma: Delicate herbal and floral notes, accompanied by a subtle smokiness and gentle woodiness. A touch of the scent of the earth after rain

Flavor: On the palate, revealing a sweetness that harmonizes with the wood notes

Finish: A delightful finish where the wood and earth notes linger on the tongue

The Perfect Serve

On the Rocks:

- 2 oz. Creylene® Cristalino Añejo
- Ice cubes
- Garnish: Smoky, dried orange wheel



Tell a Story with a Bottle Pitch

1. Heritage

Creylene® is crafted in Oaxaca, Mexico using traditional methods to unearth the curious smoky flavor and subtle fruity notes.

2. Blend

An artisanal blend of Espadín and Cuishe agave mezcals, aged to perfection in American oak casks, then meticulously filtered for unprecedented smoothness.

3. Ritual

Azul Añejo Cristalino is best enjoyed on the rocks with a dehydrated orange wheel. Alternatively, enjoy the traditional way accompanied by worm salt and a fresh orange wedge.

4. The Cap

The copper chimera cap adorning the bottle serves as a captivating symbol, rich in meaning and mystique. This unique combination of materials and imagery evokes various interpretations and associations.



a. Elegance and Luxury

The copper chimera cap exudes an air of opulence and refinement. Its metallic gleam and intricate design suggest that what lies within the bottle is something special and worthy of attention.

b. Mystery and Intrigue

The chimera, a mythical creature with the body of a jaguar and wings, symbolizes the blending of disparate elements. This cap hints at the idea that the contents of the bottle are a fusion of unexpected and extraordinary flavors or experiences, enticing the curious to explore further.

c. Connection to Nature

The jaguar and wings connect the bottle to the natural world and the realm of myth. This cap represents a desire to reconnect with nature or a celebration of the beauty and wonder found in the animal kingdom.



CREYENTE[®]
MEZCAL ARTESANAL

Creyente[®] Mezcal Expressions



Espadín Joven



Tobalá



Cuishe



Cristalino

AVAILABLE IN

All expressions in 750 ml only

KEY SELLING POINTS

- Creyente, meaning "believer", is represented by the Chimera, a powerful mythical creature composed of the parts of various animals, that dutifully watches over the Zapotec people and their fields
- Creyente[®] is versatile and creates unique cocktails, from the Creyente[®] and Tonic to a smoky twist on the classic margarita
- Mezcal, tequila's smoky cousin, can appeal to tequila and Scotch whisky drinkers alike



Jose
Cuervo®

MARGARITAS



AUTHENTIC MARGARITAS

Authentic Jose Cuervo® Margaritas are the world's No. 1 prepared cocktail margaritas*.

(*Source: Impact Databank 2024)

Create Desire

Authentic Margaritas

- The world's No. 1 prepared cocktail margaritas (Impact Databank 2024)
- Easy to enjoy the great taste of top-quality margaritas anywhere, anytime
- Sizes range from 1.75L for group serves to 200ml for single serves

Authentic Light Margaritas

- Same great taste as the original, with less calories

Authentic Double Strength Margaritas

- Same great taste as the original, with double the ABV (20%)

Delight the Senses

Authentic Margaritas Flavors

Classic Lime, Strawberry Lime, Mango, Dragon Fruit Lemonade, Raspberry Colada, Watermelon, Pink Lemonade, Coconut Pineapple, Tropical Paradise and Mistletoe (LTO)

Authentic Light Margaritas Flavors

Lime, White Peach and Strawberry

Authentic Double Strength Margaritas Flavors

Lime, Strawberry



Authentic Margaritas



Double Strength



Light Margaritas

Packaging may vary based on availability



READY-TO-SERVE/READY-TO-DRINK

From the No.1 prepared cocktail margarita brand*, Jose Cuervo® presents cocktails for anytime, anywhere.
(*Source: Nielsen xAOC/LP/Conv L52W ending June 2025)

Create Desire

Cans and Mini 4-Packs

- Enable consumers to enjoy Cuervo® margaritas— anytime, anywhere
- Easy, on-the-go packaging drives new usage occasions, with Classic Margaritas in convenient 4-Pack bottles, four delicious Sparkling flavors in cans in 4-Packs or in 8-Pack Variety, now in a new 5.9% ABV coming in 2026.

Delight the Senses

Seven Flavors in Mini 4-Packs and Favorites 6-Pack

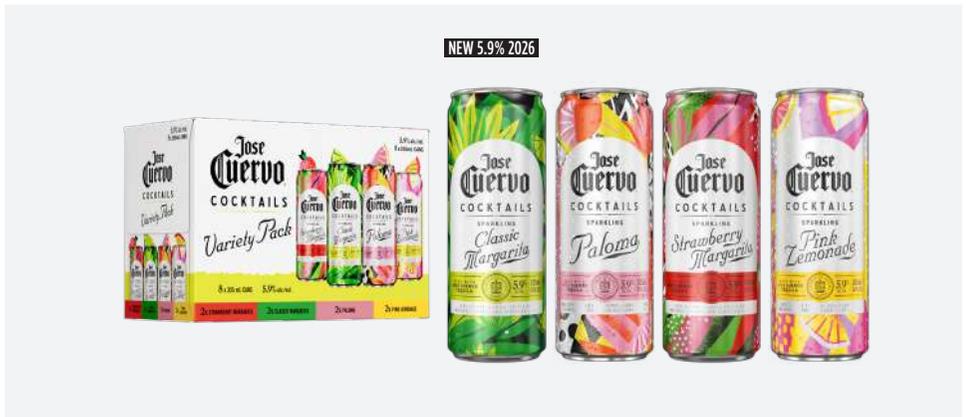
Classic Lime, Strawberry Lime, Mango, Light Lime, Light White Peach, Watermelon, Pink Lemonade. Favorites 6-Pack (Classic Lime, Strawberry Lime, Mango)

Four Sparkling Flavors in Cans and NEW 8-Pack Variety Pack Coming in 2026

Classic Margarita, Paloma, Strawberry Margarita, Pink Lemonade



Jose Cuervo® Authentic Cuervo Margarita Mini 4-Packs and Favorites 6-Pack



Packaging may vary based on availability

Jose Cuervo® DOUBLE STRENGTH

Made with real Jose Cuervo® Tequila.

Create Desire

Double Tequila, Double Strength

- The world's No. 1 prepared cocktail margaritas (Impact Databank 2024)
- Easy to enjoy the great taste of top-quality margaritas anywhere, anytime, now with double the ABV
- Made exclusively with Jose Cuervo® Tequila
- From 1.75L for large group serves to 375ml for small group serves
- 3.7x average volume growth for 15–29% ABV prepared cocktail shoppers.* (Source: Nielsen xAOC_Liq Plus + Conv - L52 Wks Through 3/22/25)

Delight the Senses

Classic

Color: Juicy lime
Aroma: Bright zest and pressed lime peel with undertones of orange and agave
Flavor: Starts tart lime peel fading quickly into creamy lemon and agave
Finish: Tequila and sweet oranges

Strawberry

Color: Rosy-red
Aroma: Intense strawberry, tequila and hints of sweetness
Flavor: Jammy strawberry, tart citrus and tequila
Finish: Strawberry and tequila

Tell a Story with a Bottle Pitch

1. Oldest and #1 Selling Tequila in the World

In 1795, the King of Spain granted José Antonio de Cuervo the first concession ever to produce tequila commercially. This singular event marked the birth of tequila. Today, Jose Cuervo® is the number one selling tequila in the world.

2. Iconic Logo and Brand

The Jose Cuervo® logo and brand have stood the test of time to become a truly iconic symbol of the oldest, most recognized tequila. That same trusted heritage lives on in Jose Cuervo® Authentic Double Strength Margaritas, bringing the iconic tequila into convenient, ready-to-serve cocktails.

3. The Cuervo Family Crest

The crest symbol is a true testament to Jose Cuervo's rich heritage. It consists of a crow ("Cuervo" translated from Spanish), blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.



4. UFC Edition

Jose Cuervo® Authentic Double Strength Margaritas Classic celebrates the brand's partnership with the UFC, delivering bold flavor and higher proof in a way that mirrors the intensity of the Octagon. Just like the fighters, this margarita packs extra strength and excitement.

5. Double Strength, Double Tequila

Jose Cuervo® Authentic Double Strength Margaritas turn up the flavor with twice the tequila at a bold 20% ABV. Crafted for those who want a stronger margarita, this expression delivers the same great taste of Jose Cuervo® Authentic Margaritas with an extra kick.

Jose Cuervo GOLDEN MARGARITA®

Jose Cuervo® Golden Margarita, a top-5 prepared cocktail, made with pure agave nectar and lime.
(*Source: Nielsen xAOC/LP/Conv L52W ending July 2025)

Create Desire

A Reason to Celebrate

Made with Jose Cuervo® Tequila, pure agave nectar and lime. They feature a higher alcohol by volume (ABV) than Authentic Jose Cuervo® Margaritas. Jose Cuervo® Golden Margarita® is a premium-quality margarita that's ready to serve, making any gathering a reason to celebrate.

Delight the Senses

Two Flavors

Classic Lime and Strawberry

Original



Phasing Out 2025

Flavors



Jose Cuervo® SPARKLING COCKTAILS

Jose Cuervo® Sparkling Cocktails now at 5.9% ABV, this award-winning cocktail is made with real tequila.

Create Desire

Cocktail in a Can

- The world's No. 1 prepared cocktail margaritas (Impact Databank 2024)
- Enjoy anytime, anywhere with easy, on-the-go packaging for many occasions
- 5% to 5.9% ABV RTD cocktails have the second largest \$ share of 17% and is experiencing growth 20% higher than the category average* (*Source: Nielsen xAOC _ Liq Plus + Conv - L52 Wks Through 3/22/25)
- Ready to Drink 8 pack is the fastest growing pack size; 8 packs represent 37% of the category in \$ share* (*Source: Nielsen xAOC _ Liq Plus + Conv - L52 Wks Through 3/22/25)
- The Classic Margarita and Paloma won gold and the Strawberry Margarita and Pink Lemonade won silver at The Spirits Business Global Pre-Mixed, RTD and Hard Seltzer Masters in 2025

Delight the Senses

Classic

Color: Juicy lime
Aroma: Citrus notes
Flavor: Balance between lime and tequila with a hint of fizz
Finish: Tart lime

Strawberry

Color: Vibrant red
Aroma: Sweet strawberry with citrus background
Flavor: Bold strawberry flavor balanced with the tang of lime and agave
Finish: Tangy, berry lime

Paloma

Color: Juicy lime
Aroma: Sweet and citrusy
Flavor: Sweet bubbly grapefruit is enhanced with agave and lime notes
Finish: Tangy grapefruit

Pink Lemonade

Color: Pink blush
Aroma: Floral lemon on a cotton candy and red berry background
Flavor: Ripe raspberries, strawberries and oranges up front
Finish: Sweet lemon peel and tequila

Tell a Story with a Bottle Pitch

1. Iconic Logo and Brand

The Jose Cuervo® logo and brand have stood the test of time to become a truly iconic symbol of the oldest, most recognized tequila. That same trusted heritage lives on in Jose Cuervo® Sparkling Cocktails, bringing the iconic taste of tequila into ready-to-drink cans perfect for any occasion.

2. Sparkling Cocktails

A bright twist on tradition, Jose Cuervo® Sparkling Cocktails are enhanced with light carbonation that lifts the flavor and adds a crisp finish to every sip.

3. The Cuervo Family Crest

The crest symbol is a true testament to Jose Cuervo's rich heritage. It consists of a crow ("Cuervo" translated from Spanish), blue agave plant and the branding iron of the Hacienda Solar de las Animas, owned by José Antonio de Cuervo.



4. Flavor-Forward Packaging

The vibrant design of Jose Cuervo® Sparkling Cocktails highlights the bold taste inside, featuring agave and limes with bright citrus colors that signal bold flavor and crisp refreshment.

5. 5.9% ABV

Jose Cuervo® Sparkling Cocktails now offer a lighter ABV while still delivering the bold, full flavor of a Classic Margarita, perfect for when you want a great taste in a convenient format.

Standards:

- **Combined RTS & RTD Category:**
55% Sparkling Cans, 25% Double Strength Flavors, 30% Standard ACM Flavors
- **RTD-Only Display - Sparkling Cans:**
35% Variety Pack, 35% Classic Margarita, 10% Paloma, 10% Pink Lemonade, 10% Strawberry Margarita
- **RTS-Only Display - ACM:** 30% Double Strength Lime, 30% Double Strength Strawberry, 20% Classic Lime, 15% Core Flavors [Strawberry, Mango], 5% Light [Lime, Peach]

RTD-Only Display

| Product | A accounts 50+ cases | B accounts 25+ cases | C accounts 10+ cases |
|--------------------------------|-------------------------|-------------------------|-------------------------|
| Variety Pack | 18 | 9 | 4 |
| Sparkling Classic Margarita | 18 | 9 | 4 |
| Sparkling Paloma | 5 | 3 | 1 |
| Sparkling Pink Lemonade | 5 | 3 | 1 |
| Sparkling Strawberry Margarita | 5 | 3 | 1 |

RTS & RTD Total Category Display

| Product | A accounts 50+ cases | B accounts 25+ cases | C accounts 10+ cases |
|--|-------------------------|-------------------------|-------------------------|
| RTS | 10 | 5 | 2 |
| Classic Lime Margarita | 5 | 3 | 1 |
| Core Flavor (1 Strawberry Lime, 2 Mango) | 3 | 1 | 1 |
| Light Lime | 3 | 1 | 1 |
| Double Strength | 13 | 6 | 3 |
| Double Strength Lime | 6 | 3 | 1 |
| Double Strength Strawberry | 6 | 3 | 1 |
| Sparkling Cans | 28 | 14 | 6 |
| Variety Pack | 10 | 5 | 2 |
| Sparkling Classic Margarita | 10 | 5 | 2 |
| Sparkling Paloma | 3 | 1 | 1 |
| Sparkling Pink Lemonade | 3 | 1 | 1 |
| Sparkling Strawberry Margarita | 3 | 1 | 1 |

RTS-Only Display

| Product | A accounts 50+ cases | B accounts 25+ cases | C accounts 10+ cases |
|--|-------------------------|-------------------------|-------------------------|
| RTS | 20 | 10 | 4 |
| Classic Lime Margarita | 10 | 5 | 2 |
| Core Flavor (1 Strawberry Lime, 2 Mango) | 8 | 4 | 2 |
| Light (1 Light Lime, 2 Light Peach) | 3 | 1 | 1 |
| Double Strength | 30 | 15 | 6 |
| Double Strength Lime | 15 | 8 | 3 |
| Double Strength Strawberry | 15 | 8 | 3 |

Leverage the top-turning Proximo SKUs and create a Proximo RTD destination in the cold box.

Use the following priority:

- Authentic Jose Cuervo Margaritas®
- Jose Cuervo® Sparkling Cocktails
- 1800 The Ultimate Margarita®
- Authentic Jose Cuervo Golden Margarita®

RTS-Only

A Accounts



RTS-Only

B Accounts



RTS-Only

C Accounts



RTD and RTS

B Accounts



RTD-Only

B Accounts



RTD-Only

C Accounts



Jose Cuervo Golden Margarita®



AVAILABLE IN

ALL
1.75 L

Jose Cuervo® Sparkling Cocktails

Phasing Out Q4 2025

NEW 5.9% 2026



AVAILABLE IN

ALL
4pk 355 mL Slim Cans

Jose Cuervo Margarita Mix®



AVAILABLE IN

| | |
|--|--|
| 1 L | 1.75 L |
| Classic, Classic 1%, Light, Strawberry | Classic, Classic 1%, Light, Strawberry, Pineapple, Mango |

Authentic Cuervo Margaritas®

NEW 2026



AVAILABLE IN

Classic Lime, Strawberry Lime, Mango, Light Lime, Light White Peach, Watermelon, Pink Lemonade, Favorites Pack
200 mL

Classic Lime, Strawberry Lime, Double Strength Classic Lime, Double Strength Strawberry
375 mL

Classic Lime, Strawberry Lime
750 mL

ALL
1.75 L

KEY SELLING POINTS

- Jose Cuervo® was used to create the Margarita in 1938, and it's now the world's most popular cocktail
- Margaritas continue to be the #1 cocktail on-premise (CGA Spring 2024) and Cuervo® is the #1 RTS Margarita line (Nielsen L52 end July 2025)
- Award-winning Sparkling Cocktails, rated higher than key competitors in a consumer taste test
- Cuervo Golden Margarita® features pure agave nectar and a higher ABV than Authentic Margarita at 12.7% ABV





1800

— THE —
ULTIMATE
MARGARITA®

1800 The Ultimate Margarita® is premium pre-mixed margarita from 1800® Tequila, the most awarded tequila family.* (*Source: Based on awards received by 1800 from Academia Mexicana Del Tequila, A.C. Between 2021 and 2024)

Create Desire

Experience the ultimate cocktail, created with premium tequila perfectly blended with flavors of fresh fruit and the extract of lime. The packaging features beautifully illustrated fresh fruit imagery and clean lines to reinforce a premium position on the shelf.

Delight the Senses

This ready-to-serve margarita is made with the extract of lime for a refreshingly crisp bite and tangy finish. Available in eight delicious flavors including: Original Lime, Mango, Peach, Pineapple, Watermelon, Passion Fruit, Strawberry and Light Lime.

The Perfect Serve

On the Rocks or
Topped with Soda:

Delicious served over ice or
with club soda for an easy and
elevated margarita spritz



1800

— THE —
ULTIMATE
MARGARITA

Mass Displays:

- Focus on display and consumer value initiatives that will drive the brand to the floor
- Enhance visibility and create secondary placement in-store to generate consumer pull; feature new flavors with focus on regular flavors.

Standards:

- 40% Core [Pineapple, Peach, Strawberry, Mango], 35% Original Lime, 15% Light Lime, 10% Incremental [Passionfruit, Watermelon]

| Product | A accounts 50+ cases | B accounts 25+ cases | C accounts 10+ cases |
|--|-------------------------|-------------------------|-------------------------|
| Core (1 Pineapple, 2 Peach, 3 Strawberry, 4 Mango) | 20 | 10 | 4 |
| Original Lime | 18 | 9 | 4 |
| Light Lime | 8 | 4 | 2 |
| Incremental (1 Passionfruit, 2 Watermelon) | 5 | 3 | 1 |

A Accounts



B Accounts



C Accounts



1800

— THE —
ULTIMATE
MARGARITA

1800 The Ultimate Margarita®



AVAILABLE IN
1.75 L

KEY SELLING POINTS

- 1800 The Ultimate Margarita® offers the ultimate balance of simplicity and sophistication as a great, ready to pour option for gatherings, parties, or casual home enjoyment
- 1800 The Ultimate Margarita® is the #2 overall ready-to-serve margarita (Source: Nielsen xAOC/LP/Conv L52W July 2025)
- Margaritas continue to be the #1 cocktail on-premise (CGA Spring 2024)



WHISK(E)Y BRANDS

Proximo takes great pride in creating fully-realized brand personalities. We realize that consumers connect with more than what's in the bottle. So, we innovate to build distinct personalities and cultures around each brand. This allows us to build relationships with consumers on all levels and in all media (and it's much more fun).

BRANDS

PENDLETON[®]
WHISKY

BUSHMILLS[®]
IRISH WHISKEY

PROPER
BORN
THE TWELVE[®]
IRISH WHISKEY


TINCUP[®]
MOUNTAIN WHISKEY

ROCKY MOUNTAIN
Stranahan's[®]
AMERICAN SINGLE MALT WHISKEY

NEW YORK NEW YORK
GREAT JONES[®]
DISTILLING CO.

BLACK DIRT[®]
Distillery





PROXIMO



PENDLETON[®]
WHISKY

PENDLETON[®] ORIGINAL WHISKY

Pendleton[®] Whisky is the story of a town, a rodeo and a whisky; honoring the century-old tradition that is the Pendleton Round-Up, one of the oldest and most prestigious rodeos in the west.

Create Desire

True Western Tradition

Pendleton[®] Whisky is a premium spirit, born in the great Northwest, whose popularity has grown far beyond its territory of origin. When your history is tied to the Pendleton Round-Up, one of the oldest and most prestigious rodeos in the world, there's a lot to live up to. Authenticity and quality are more than words on a label. Today, Pendleton[®] Whisky's name carries a call to live life to its fullest—savoring adventure, camaraderie and the moments we keep as memories. It's a distinction we're proud to have earned.

Glacier-Fed Spring Water

Starting with precise barrel-aging in hearty American oak and finishing with glacier-fed water from Mt. Hood, we're introducing whisky enthusiasts to the easy-drinking style that cowboys have loved for years.

Delight the Senses

Color: Golden amber

Aroma: Vanilla, honey, butterscotch and custard join together for a pleasing aroma, with a hint of freshly-grated cinnamon bark

Flavor: Warm fall fruits and honey balanced with a hint of spice

Finish: A medium balance and smooth finish

The Perfect Serve

On the Rocks and Mixed Drinks:

We recommend serving Pendleton[®] Whisky on the rocks. It will also mix well with cola, soda water or ginger ale.



Tell a Story with a Bottle Pitch

1. Pendleton, Oregon

Home to one of the most respected rodeos in the world, Pendleton[®] Whisky gets its name from the Pendleton Round-Up, a rodeo tradition that is over a century old.

2. The American West

Pendleton[®] Whisky was created to celebrate the heritage of rodeo, starting with the Pendleton Round-up. Pendleton[®] Whisky is now the Official Whisky of PBR and Official Spirit of PRCA, plus the sponsor of over 200+ local rodeos each year.



3. Glacier Water

Pendleton[®] Whisky is made using glacier-fed spring water from Mt. Hood, Oregon's highest peak. Elevation 11,250'.

4. Northern Grains

Pendleton[®] Whisky is distilled from the finest Northern grains. Pendleton[®] Whisky chooses stocks from multiple years, with an average age of seven years in American oak barrels.

PENDLETON[®] MIDNIGHT WHISKY

Pendleton[®] Midnight is crafted from premium ingredients to create an authentic flavor that acts as a catalyst for socializing. So, savor the moment and try Pendleton[®] Midnight.

Create Desire

Elevate Experiences

Pendleton[®] Midnight rewards those who seek to elevate the casual get-together into an extraordinary memorable experience. Made with pure glacier-fed spring water from Oregon's Mt. Hood, Pendleton[®] Midnight thrills the senses.

Barrel-Aged

Each batch of Pendleton[®] Midnight is 90 proof with a portion of each blend aged for over six years in American brandy barrels.

Delight the Senses

Color: Dark amber

Aroma: Notes of leather and warm spice

Flavor: Full, well-balanced oak is paired with hints of coffee cake, nuts, caramelized bananas and candied figs

Finish: Full-bodied with smolder of spices, pecans and walnuts

The Perfect Serve

Midnight Manhattan:

- 1 ½ oz. Pendleton[®] Midnight
- ¾ oz. Sweet vermouth
- 3 dashes Angostura bitters
- Garnish: 1 Maraschino cherry

Stir ingredients very well with ice and strain into a chilled cocktail glass or over a large ice cube in a rocks glass. Garnish with a maraschino cherry.



Tell a Story with a Bottle Pitch

1. Brandy Barrels

A portion of the blend is aged for over six years in American brandy barrels.

2. 90 Proof

Each batch is 90 proof and crafted from premium ingredients.

3. Glacier Water

Pendleton[®] Whisky is made using glacier-fed spring water from Mt. Hood, Oregon's highest peak. Elevation 11,250'.



4. Barrel-Aged

Special barrel aging yields a whiskey that's full, well-balanced with flavors of oak paired with hints of coffee cake, nuts, caramelized bananas and candied figs.

PENDLETON[®] 1910 BOURBON WHISKY

Pendleton[®] 1910 Bourbon pays homage to the year of the first-ever Pendleton Round-Up. It honors the hard work and character woven into the Western lifestyle – a bourbon for those who are seeking a liquid that matches their tenacious spirit and work ethic.

Create Desire

Bold, Robust Flavor

Pendleton[®] 1910 Bourbon is a blend of high and low rye bourbons and is cut to proof with pure glacier-fed spring water from Oregon's Mt. Hood.

Tooling

The 1910 name pays homage to the year of the first-ever Pendleton Round-Up. The whiskey comes packaged in an iconic 750mL bottle with unique and intricately-embossed detailing, reminiscent of saddle tooling and featuring the famous Pendleton Round-Up bucking horse. It is a work of art sure to be a favorite in any connoisseur's spirits collection.

Delight the Senses

Color: Golden amber

Aroma: Maple and toasted oak

Flavor: Caramel, vanilla and rye spice

Finish: Lingering rye spice

The Perfect Serve

Classic Whiskey Cocktails:

We recommend serving Pendleton[®] 1910 Bourbon neat, on the rocks or in spirit-forward cocktails.



Tell a Story with a Bottle Pitch

1. 1910 Name

The 1910 name pays homage to the year of the first-ever Pendleton Round-Up.

2. Straight Bourbon

Pendleton[®] 1910 Bourbon is straight bourbon aged a decade in white American oak barrels with a #3 char. A blend of high and low rye bourbons is cut to proof with pure glacier-fed spring water from Oregon's Mt. Hood.



3. 10-Year Age Statement

Pendleton[®] 1910 Bourbon is aged a minimum of ten years in American oak barrels.

4. Packaging

Pendleton[®] 1910 Bourbon is packaged in an iconic 750mL bottle with unique and intricately-embossed detailing reminiscent of the tooling patterns on a saddle. It features the famous Pendleton Round-Up bucking horse and Let'er Buck[®] slogan.

Pendleton® 1910 pays homage to the year of the first-ever Pendleton Round-Up. This 100% rye whisky is oak barrel-aged a minimum of twelve years.

Create Desire

Spicy Rye Kick

Pendleton® 1910 Rye Whisky has balanced, complex flavor. 100% Rye, aged for 12 years before being cut to proof with pristine glacier-fed spring water from Oregon's highest peak, Mt. Hood.

Tooling

The 1910 name pays homage to the year of the first-ever Pendleton Round-Up. The whisky comes packaged in an iconic 750mL bottle with unique and intricately-embossed detailing, reminiscent of saddle tooling and featuring the famous Pendleton Round-Up bucking horse. It is a work of art sure to be a favorite in any connoisseur's spirits collection.

Delight the Senses

Color: Golden amber

Aroma: Well-rounded and full-bodied aroma. Nutmeg, cloves and hints of dried pineapple

Flavor: Muted tropical notes, apples and dried cherries, with nutty toffee undertones

Finish: A medium dry finish with lingering tart cherry

The Perfect Serve

Classic Whisky Cocktails:

We recommend serving Pendleton® 1910 Rye Whisky in classic whisky cocktails such as an Old Fashioned.



Tell a Story with a Bottle Pitch

1. 1910 Name

The 1910 name pays homage to the year of the first-ever Pendleton Round-Up.

2. 100% Canadian Rye

Pendleton® 1910 is a rare 100% rye whisky distilled in Canada.



3. Twelve-Year Age Statement

Pendleton® 1910 Rye Whisky is aged a minimum of twelve years in American oak barrels.

4. Packaging

Pendleton® 1910 Rye Whisky is packaged in an iconic 750mL bottle with unique and intricately-embossed detailing reminiscent of the tooling patterns on a saddle. It features the famous Pendleton Round-Up bucking horse and Let'er Buck® slogan.

Pendleton® Directors' Reserve embodies the lore and legacy of the Pendleton Round-Up – an iconic symbol of rodeo heritage.

Create Desire

Dedicated to the Directors of the Pendleton Round-Up

Pendleton, Oregon is home to one of the most famous and respected rodeos in the world. First held in 1910, the Pendleton Round-Up has taken place in northeast Oregon every September for over 100 years. With a flavor as rich as the tradition that inspired it, this whisky is dedicated to the sport of rodeo and those who celebrate the American West.

Twenty Years of Maturation

This exceptional whisky is aged twenty years in American oak barrels then cut with pure, glacier-fed spring water from Oregon's Mt. Hood.

Delight the Senses

Color: Deep amber

Aroma: Toasted coconut, freshly-grated cinnamon, oak, vanilla and orange

Flavor: Toasted oak and smoked wood eloquently unite, along with ripe apples, pears and bananas sprinkled with warm baking spices

Finish: A long, mature and smooth finish

The Perfect Serve

Neat or On the Rocks:

We recommend serving Pendleton® Directors' Reserve neat or on the rocks.



Tell a Story with a Bottle Pitch

1. Exceptional Ingredients

Made using glacier-fed spring water from Mt. Hood (Oregon's highest peak) and the finest northern grain.

2. Authentically Adorned

Each edition of Directors' Reserve is adorned with an authentically leather-smithed neck cuff by the late third-generation saddle maker Randy Severe, whose family has made custom saddles for nearly seventy years.



3. Twenty Years of Maturation

This exceptional whisky is aged twenty years in American oak barrels then cut with pure, glacier-fed spring water from Oregon's Mt. Hood.

PENDLETON[®]

WHISKY

Mass Displays:

- Focus on brand programming periods and local western lifestyle events
- Enhance visibility and secondary placement with Original, 1910 Bourbon, Midnight and 1910 Rye

Standards:

- 50% Original
- 20% 1910 Bourbon
- 20% Midnight
- 10% 1910 Rye

| Product | A accounts 15+ cases | B accounts 10+ cases | C accounts 5+ cases |
|--------------|-------------------------|-------------------------|------------------------|
| Original | 8 | 6 | 4 |
| 1910 Bourbon | 3 | 2 | 1 or 0 |
| Midnight | 3 | 2 | 1 or 0 |
| 1910 Rye | 1 | - | - |

A Accounts



B Accounts



C Accounts



Pendleton[®] Whisky



AVAILABLE IN

50 mL 100 mL 375 mL 750 mL 1 L 1.75 L

Pendleton[®] 1910 Series



AVAILABLE IN

1910 Bourbon 750 mL
1910 Rye Whisky 750 mL

Pendleton[®] Midnight



AVAILABLE IN

50 mL 750 mL

Pendleton[®] Directors' Reserve



AVAILABLE IN

750 mL

KEY SELLING POINTS

- Pendleton[®] Whisky is distilled from the finest Northern grains, aged in American oak barrels, and cut with glacier-fed spring water from Oregon's highest peak, Mt. Hood. This process results in an uncommonly smooth taste and a rich, complex flavor
- Pendleton[®] Whisky has always been blended to achieve a certain taste and aroma profile. We choose stocks from multiple years, with an average age of seven years in American oak barrels. It is fruity on the nose and palate with notes of vanilla and a touch of honey
- The spirit was born of the rich tradition of the Pendleton Round-Up, one of the most prestigious rodeo events in the world. Pendleton[®] Whisky is the official spirit of ProRodeo and the official whisky of PBR



BUSHMILLS®

BUSHMILLS® ORIGINAL

With a formula unchanged for over one hundred years, Bushmills® Original Irish Whiskey is a blend of pure single malt whiskey and a lighter Irish grain whiskey, creating the unmistakable taste of Ireland's most classic whiskey.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed working whiskey distillery in County Antrim, Northern Ireland. The original license to distill was granted by King James in 1608. Over four hundred years of experience goes into every drop.

Distilling Expertise

A recipe unchanged since the 1800s. Triple-distilled in traditional Irish copper pots. The Bushmills® pot still is a proprietary design that has been our trademark logo for three centuries, a connection to the pot still unlike any other whiskey distillery.

Bushmills® Signature Blend

The cornerstone of our distillery, Bushmills® Original is a blend of our triple-distilled malt whiskey with a lighter Irish grain whiskey, aged in both Kentucky bourbon barrels and Spanish Oloroso sherry casks for a minimum of three years, with an average age of four years.

Delight the Senses

Color: Pale gold

Aroma: Light, fruity and spicy; vanilla note developing into vanilla ice cream and crème brûlée

Flavor: Gently warming, mouth-coating texture; a touch of honey sweetness

Finish: Crisp, fresh finish with a hint of spice

The Perfect Serve

Irish Highball:

- 1 oz. Bushmills® Irish Whiskey
- 5 oz. Club soda
- Irish Garnish: Dehydrated lemon wheel and thyme

Fill glass with ice and pour Bushmills® Irish Whiskey. Top with club soda and use a long-handled bar spoon to gently stir. Garnish with dehydrated lemon wheel and thyme.



Tell a Story with a Bottle Pitch

1. Licensed to Distill Since 1608

Generations of Irish men and women have passed down our distilling tradition. We like to think that we're not the best because we're the oldest, but that we're the oldest because we're the best.

2. Triple-Distilled

Bushmills® triple-distills in traditional copper pot stills, creating a whiskey of exceptional character and smoothness. This single malt expertise is at the heart of all Bushmills® whiskeys and creates a unique combination of smoothness and richness.



3. Bushmills® Signature Blend

A formula unchanged for over a hundred years and the cornerstone of our distillery, Bushmills® Original is a blend of our triple-distilled malt whiskey and a lighter Irish grain whiskey, aged in both bourbon casks and European sherry butts for a minimum of three years with an average age of four years.

BUSHMILLS® BLACK BUSH®

An icon of Ireland and the secret weapon of Irish pub bartenders, Black Bush® achieves its unique complexity and smoothness from its formula of 80% single malt whiskey, 80% sherry cask aging, aged for eight years.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed working whiskey distillery in County Antrim, Northern Ireland. The original license to distill was granted by King James in 1608. Over four hundred years of experience goes into every drop.

Rule of 8s

A whiskey best described by the "Rule of 8s": 80% single malt, 80% sherry cask aging, aged for eight years. No other Irish whiskey blend uses this much single malt.

Aging

Matured in a combination of Kentucky bourbon barrel (20%) and Spanish Oloroso sherry cask (80%) for eight years. Bourbon barrels are sourced from Kelvin Cooperage, a leading supplier of barrels globally; and sherry casks from the Paez family, a partnership built on a handshake agreement from decades ago.

Delight the Senses

Color: Russet gold

Aroma: Big, full, rich fruitcake; intense sherry sweetness, developing into dried fruit/raisin/Christmas cake notes

Flavor: Soft, silky texture with a nutty character

Finish: Lingering sweetness; remarkable balance between the power from sherry-seasoned casks and the smoothness of the spirit

The Perfect Serve

Black and Black:

We recommend serving Bushmills® Black Bush® neat alongside a cold Irish stout, an Irish coffee or an espresso martini.



Tell a Story with a Bottle Pitch

1. Licensed to Distill Since 1608

Generations of Irish men and women have passed down our distilling tradition. We like to think that we're not the best because we're the oldest, but that we're the oldest because we're the best.

2. Rich and Smooth Flavor

The Bushmills® Master Distiller ensures this whiskey retains a perfect balance between depth of flavor and gentle smoothness by triple-distilling, adding a high malt content and hand-picking former Oloroso sherry casks. Its special complexity comes from its high proportion of single malt whiskey and sherry cask aging.



3. Rule of 8's

In Ireland, the whiskey is explained by the Rule of 8's. It's aged for up to eight years, it uses 80% single malt in the blend, (more than any other Irish whiskey blend) and 80% Oloroso sherry cask aging.

4. Black Label

The name "Black Bush" was originally how locals in the Bushmills village affectionately referred to the special sherry-matured whiskey bottled with black labels.

Merchandising and Shelf Standards:

- Focus on driving cases to the floor through during key consumer periods (i.e. St. Patrick's Day, local golf activation, and holidays)
- Enhance single malt visibility through targeted tools and in-store initiatives (i.e. Luxury display placements)

Standards:

- 25% Original
- 25% Black Bush®
- 25% 10 Year Single Malt
- 25% 12 Year Single Malt

| Products | Luxury Account 12 cases | A/B accounts 12 cases | C accounts 3 cases |
|---|---|--|---|
| CORE 4 Original, Black Bush®, 10 Year Single Malt, 12 Year Single Malt | 3 Original, 3 Black Bush®, 3 Ten Year Single Malt, 3 Twelve Year Single Malt | Single Malt Rack + 3 Original, 3 Black Bush®, 3 Ten Year Single Malt, 3 Twelve Year Single Malt | 3 Original or 3 Ten Year Single Malt |

A/B Accounts



Luxury Accounts



C Accounts





BUSHMILLS® 10-YEAR-OLD SINGLE MALT

The gateway into Irish single malts, the Bushmills® 10-Year-Old Single Malt showcases the exceptional flavor, character and signature smoothness that Bushmills' long legacy of single malt can achieve.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

Ten Years of Maturation

This single malt whiskey is aged for ten years in a combination of bourbon and Oloroso sherry casks, imparting dense flavors with the signature smoothness of Bushmills®.

Delight the Senses

Color: Amber

Aroma: Bright and fresh, with notes of honey, ripe tropical fruit and vanilla

Flavor: Soft and velvety, with flavors of vanilla bean, mocha, dried apricot and toasty oak

Finish: Crisp, clean and extremely long, with subtle notes of oak and dried fruits

The Perfect Serve

Lemon Good-Good:

- 1 ½ oz. Bushmills® 10 YO
- 2 ½ oz. Ginger beer
- 2 ½ oz. Classic lemonade

Build in a Collins glass over ice.
Garnish with lemon wheel.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

The standard for all Irish single malts and the gateway to whiskey's ancient tradition. No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. The Recipe for Whiskey

In the name "Bushmills" you have the recipe for whiskey. In the early 1600s, you would have arrived in the village of Bushmills to see the River Bush and the mills that processed local grain along the river. The pure water source of the River "Bush" and the "mills" that processed the grain give you the two essential ingredients for making whiskey.

BUSHMILLS® 12-YEAR-OLD SINGLE MALT

The Bushmills® 12-Year-Old Single Malt has a rare and exotic complexity due to its Marsala cask finish, making it an instant classic for whiskey drinkers in the know.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

Twelve Years of Maturation

This single malt whiskey is aged for a minimum of ten years in a combination of bourbon and Oloroso sherry casks, before being married and finished in Marsala casks, creating a rare nutty, fruity complexity with Bushmills® signature smoothness.

Delight the Senses

Color: Deep, dark amber

Aroma: Floral and fruity with a hint of pear and pineapple

Flavor: Dark chocolate, dried fruits and hazelnuts

Finish: Crisp and warm dried fruit and nut flavors

The Perfect Serve

Boulevardier:

- 1 oz. Bushmills® 12 YO
- 1 oz. Italian bitter aperitif
- 1 oz. Sweet vermouth
- Garnish: Orange peel

Combine ingredients in rocks glass.

Add ice and stir until combined.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey. Never peated, you will find Ireland's best "pure malt" smooth whiskeys.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. The Recipe for Whiskey

In the name "Bushmills" you have the recipe for whiskey. In the early 1600s, you would have arrived in the village of Bushmills to see the River Bush and the mills that processed local grain along the river. The pure water source of the River "Bush" and the "mills" that processed the grain give you the two essential ingredients for making whiskey.

4. Marsala Cask Finishing

Bushmills® 12-Year-Old is one of the few "3-wood" single malts in Irish whiskey (hint: Bushmills® makes almost all of them). Aged in bourbon and sherry casks before finishing in Marsala wine casks, the whiskey takes on a rare and exotic complexity with the dried fruit and nutty flavors found only in Marsala wines.

BUSHMILLS® 16-YEAR-OLD SINGLE MALT

The 16-Year-Old finishes its aging in port casks, imparting intense flavor and creating one of Ireland's greatest whiskeys.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

Sixteen Years of Maturation

This single malt whiskey is aged for sixteen years in a combination of bourbon and Oloroso sherry casks and then finished with six to nine months of aging in port casks, creating an intensely aromatic, flavorful whiskey with the signature smoothness of Bushmills®.

Delight the Senses

Color: Deep amber

Aroma: Rich and aromatic, with notes of dried fruits, toffee, almond and caramel

Flavor: Full-bodied and concentrated; layered with flavors of dried figs, toasted nuts, honey, vanilla bean and toasty oak

Finish: Rich and luxurious, with orange marmalade and milk chocolate

The Perfect Serve

Neat or On the Rocks:

We recommend serving Bushmills® 16 Year-Old Single Malt neat or on the rocks.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey. Never peated, you will find Ireland's best "pure malt" smooth whiskeys.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. A Rare 3-Wood Whiskey

As a rare "3-wood whiskey" (Bourbon, Sherry and Port cask aging), the complex barrel-aging gives the whiskey its distinct complexity, texture, and finish and makes it a cult favorite of Irish whiskey collectors.

BUSHMILLS® 21-YEAR-OLD SINGLE MALT

Aged for twenty-one years in bourbon, sherry and Madeira casks, the 21-year is the best example of Bushmills' unique single malt credentials and the pinnacle of Irish whiskey.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

Twenty-One Years of Maturation

This single malt whiskey is aged for nineteen years in a combination of bourbon and Oloroso sherry casks and then another two years in Madeira casks, creating a whiskey of rare quality and considerable depth, with the signature smoothness of Bushmills®.

Delight the Senses

Color: Deep amber

Aroma: Fresh, rich and aromatic, with notes of caramel, honey, baking spices and orange peel

Flavor: Luxuriously soft; layered with flavors of dried apricots, fig, toffee, honey, vanilla bean and toasted oak

Finish: Clean, yet generously long, with flavors of raisins and vanilla

The Perfect Serve

Neat or On the Rocks:

We recommend serving Bushmills® 21 Year-Old Single Malt neat or on the rocks.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey.

Never peated, you will find Ireland's best "pure malt" smooth whiskeys.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. A Rare 3-Wood Whiskey

As a rare "3-wood whiskey" (Bourbon, Sherry and Madeira cask aging), the complex barrel-aging gives the whiskey its extraordinary length and finish.

BUSHMILLS® 25-YEAR-OLD SINGLE MALT

Furthering the legacy of Ireland's greatest single malt distillery, Bushmills® 25-Year-Old Single Malt produces a uniquely complex, rich whiskey from its extended aging in hand-selected port wines casks.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

Twenty-Five Years of Maturation

One of the oldest age statement whiskeys from Ireland available every day, this 3-wood whiskey was aged in bourbon and sherry casks before marrying and aging for twenty-one years in Ruby Port pipes.

Delight the Senses

Color: Deep auburn

Aroma: Rich and complex with intense ripe dark fruit aromas mingled with honey and gentle toasted wood

Flavor: Sweet almond tones, caramelized cherries, plums and blackberries, develop into rich dark chocolate, sweet spices and finishing with honey and damson

Finish: Constant, warm oak with port sweetness and gentle spice persist, a luxurious and deeply rich finish

The Perfect Serve

Neat or On the Rocks:

We recommend serving Bushmills® 25 Year-Old Single Malt neat or on the rocks.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey. Never peated, you will find Ireland's best "pure malt" smooth whiskeys.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. The Rarity of 25-Year-Old Irish Whiskey

An exceptional 25-year-old small-batch whiskey, rare for even the most avid whiskey collectors.

BUSHMILLS® 30-YEAR-OLD SINGLE MALT

Immediately the longest-aged Irish whiskey available every day, Bushmills® 30-Year-Old has been aged in hand-selected bourbon barrels, Oloroso sherry casks, and PX sherry casks, creating a powerful and uniquely complex flavor profile, a richness that can only be achieved by thirty years in barrel.

Create Desire

Made in the World's Oldest Licensed Whiskey Distillery

Bushmills® Irish Whiskey is made in the world's oldest licensed whiskey distillery on the north coast of Ireland, where the very origins of whiskey can be found. Generations of Irish men and women have passed down this ancient distilling tradition, making Bushmills® the first whiskey to last.

100% Irish, 100% Single Malt

Bushmills® single malt whiskeys are made from 100% Irish malted barley and distilled in traditional copper pot stills. Bushmills® has been making single malt since before it was called "single malt" – a style of whiskey that is rare in Ireland and the thing that makes it Ireland's most sought-after style of whiskey.

30 Years of Maturation

Triple-distilled from 100% malted barley, the inaugural release of the Bushmills® 30-Year-Old was first aged in hand-selected bourbon barrels and Oloroso sherry butts for fourteen years along the cold north coast of Ireland, then married and further aged in Pedro Ximenez sherry casks for fourteen years that were seasoned for two years with Jerez's precious fortified wine.

Delight the Senses

Color: Auburn gold

Aroma: Rich, sweet aromas of raisins, figs, prunes, and dates entwined with toffee, soft clove and sweet spice

Flavor: Exquisite, velvety and smooth with sweet hints of dates, raisins and figs followed by praline, orange peel and vanilla pastry

Finish: Dried fruit and toffee, sweet notes linger seemingly without end, showing elegance and refinement in every sip

The Perfect Serve

Neat or On the Rocks:

We recommend serving Bushmills® 30 Year-Old Single Malt neat or on the rocks.



Tell a Story with a Bottle Pitch

1. The Original Single Malt

No whiskey offers a stronger connection to the very origins of whiskey, as a triple-distilled single malt whiskey.

Never peated, you will find Ireland's best "pure malt" smooth whiskeys.

2. Oldest Licensed Whiskey Distillery

While whiskey has been made around the village of Bushmills for over one thousand years, it wasn't until 1608 that official documentation was granted to this community of whiskey makers. We have been making whiskey our way since then, making Bushmills® the world's oldest licensed whiskey distillery.



3. The Rarity of 30-Year-Old Irish Whiskey

No other Irish whiskey distillery offers a 30-year-old single malt, making it extraordinarily rare for the most avid whiskey collectors.

Bushmills® Irish Whiskey



50 mL 750 mL 1 L 1.75 L

AVAILABLE IN

Bushmills® Black Bush®



50 mL 750 mL 1 L 1.75 L

AVAILABLE IN

Bushmills® Single Malt Variants



AVAILABLE IN
750 mL

KEY SELLING POINTS

- Bushmills® is the world's oldest licensed whiskey distillery, passing down the ancient art of whiskey distillation for over four hundred years
- Bushmills® is a clear reference for Irish Single Malt Whiskey, winning "Irish Single Malt of the Year" in "Jim Murray's Whisky Bible" seven of the last eight years
- Bushmills® Single Malts portfolio has been awarded by Wine Enthusiast: Bushmills® 10 Yr Old - 92 points, Bushmills® 12 Yr Old - 94 points, Bushmills® 21 Yr Old - 93 points
- Bushmills® is the original Irish whiskey single malt maker, and all Bushmills® whiskeys are bottled as either a 100% Irish single malt whiskey or as a blended Irish whiskey with high proportions of single malt whiskey blended in, making each Bushmills® Whiskey unique in Ireland

PROPER

ÉIRE



BORN

NO. 12 TWELVE®

IRISH WHISKEY

Proper No. Twelve® is a fine blend of golden grain and full-flavored malted barley. Proper No. Twelve® Irish Whiskey is triple-distilled and aged a minimum of three years in Bourbon barrels.

Create Desire

True Irish Whiskey

Proper No. Twelve® is an incredibly smooth, triple-distilled Irish whiskey, crafted from only the finest grains and malts available in Ireland, using locally sourced spring water.

Smooth and Balanced

A blend of the finest single malt and sweet golden grain, Proper No. Twelve® is triple-distilled and aged for a minimum of four years in hand-selected ex-bourbon barrels, producing a smooth and balanced whiskey.

A Whiskey for Every Victory

Proper No. Twelve® is a whiskey crafted to celebrate achievements, big and small. Its refined complexity and smoothness make it the perfect choice for toasting every win with its notes of toasted wood, honey and a creamy toffee finish.

Delight the Senses

Color: Clear golden liquid

Aroma: Baked apple with a touch of honey and notes of sweet ripe berries

Flavor: Smooth and approachable with vanilla, honey and toasted wood

Finish: Warming creamy toffee notes

The Perfect Serve

Simple Serves and Green Tea Shots:

We recommend serving Proper No. Twelve® in a simple cocktail such as a Proper and Ginger or in the popular mixed shot, the Green Tea Shot.



Tell a Story with a Bottle Pitch

1. Proper

The word "Proper" is defined as "genuine or appropriate" and our liquid fits this description perfectly.

2. No. Twelve

Inspired by the neighborhood District 12 in Dublin, Ireland.

3. Triple-Distilled

Incredibly smooth, triple-distilled Irish whiskey, crafted from only the finest grains and malts available in Ireland using locally-sourced spring water.



4. Éire Born

Éire (pronounced *Era*) *Born* means Irish Born.

5. Heritage Meets Modern

Distilled at the world's oldest licensed whiskey distillery in Ireland and inspired by modern, authentic Irish cues.

6. Smooth is Fast

The core of our brand's values is embossed at the base of the bottle.

Proper No. Twelve® Irish Apple is a blend of award-winning Proper No. Twelve® Irish Whiskey with notes of cooked Irish apple and honey sweetness, resulting in liquid gold that's smooth to the core with a crisp, fresh Irish apple finish.

Create Desire

Smooth to the Core

Proper No. Twelve® Irish Apple is a blend of Proper No. Twelve® Irish Whiskey with a crisp, tart Irish apple punch that's smooth to the core. It was named the "Best Flavored Whiskey" of 2023 by the International Whiskey Awards.

Crisp and Fresh Irish Whiskey

Proper No. Twelve® Irish Apple is a delicious blend of award-winning Proper No. Twelve® Irish Whiskey with natural apple flavor, resulting in liquid gold that's smooth to the core with a crisp, fresh Irish apple finish.

Delight the Senses

Color: Golden amber

Aroma: Sweet cider lightly touched with caramel, oak and browned butter

Flavor: Cooked apples and honey sweetness balances oak barrels and crisp green peel notes

Finish: Granny Smith apples fade from bright and acidic, mellowing into dark cidery tones with brown sugar and smooth whiskey

The Perfect Serve

Shot:

We recommend serving Proper No Twelve® Irish Apple as a chilled shot.



Tell a Story with a Bottle Pitch

1. Our Name

Inspired by the neighborhood District 12 in Dublin, Ireland.

2. Flavor Variant Callout

A warm blend of cooked apples and honeyed sweetness, balanced by oak spice and a hint of crisp green peel.

3. Triple-Distilled

Proudly distilled and crafted in Ireland, honoring the rich heritage.



4. Taste Profile Callout

Crisp and fresh.

5. Éire Born

Éire (pronounced Era) Born means Irish Born.

6. Statement of Composition

Proper No. Twelve® Irish Whiskey with Natural Apple Flavours.

Proper No. Twelve® Black Reserve is finished in heavy charred bourbon barrels for a rich and intense flavor that's earned its place in the Proper Family.

Create Desire

Defined by Fire

Proper No. Twelve® was founded in Dublin and born from a community defined by resilience and tradition. Similarly, our heavy charred bourbon barrels have been defined by fire to bring out unique characteristics of the wood's flavor composition and impart flavor on our Black Reserve. The result is a rich and intense flavor that's earned its place in the Proper Family.

Robust Depth and Complexity

Black Reserve is triple-distilled and matured in a fusion of American oak 1st and 2nd fill bourbon casks to add a robust depth and complexity to its seriously smooth taste.

Delight the Senses

Color: Deep ruby brown

Aroma: Inviting aromas of warm caramel, sweet vanilla and rich dark chocolate entwined with waves of spice and fired (smoky) American oak

Flavor: A unique union of rich and intensified fired (smoky) oak, crème brûlée, toffee apple and vanilla married with hints of cacao and dill

Finish: An extended finish that is smooth to the palate, with a substantial yet gentle sweetness balanced by the double-charred American oak cask accentuating the hearty wood notes

The Perfect Serve

Proper Black Old Fashioned:

- 2 oz. Proper No. Twelve® Black Reserve
- 1 oz. Simple syrup
- 3 dashes of Angostura bitters
- 2 dashes Orange bitters

Add Proper No. Twelve® Black Reserve, simple syrup and bitters to a rocks glass. Add ice and stir until chilled. Garnish with an expressed lemon peel and orange peel.



Tell a Story with a Bottle Pitch

1. Product of Ireland

Dublin-born, aged in Ireland.

2. Flavor Callout

Rich and intense.



3. Triple-Distilled

Triple-distilled for an ultra-smooth taste.

4. Finishing Statement

Finished in heavy charred bourbon barrels.

Mass Displays:

- Focus on display and consumer initiatives that will drive the brand to the floor
- Enhance visibility and create secondary placement in-store, utilizing both Irish Whiskey and Irish Apple

Standards:

- 60% Irish Whiskey
- 40% Irish Apple

| Product | A accounts 15+ cases | B accounts 10+ cases | C accounts 5+ cases |
|-------------------|-------------------------|-------------------------|------------------------|
| P12 Irish Whiskey | 12 | 8 | 4 |
| P12 Irish Apple | 4 | 2 | 1 |

A Accounts



B Accounts



C Accounts



Proper No. Twelve® Irish Whiskey



50 mL 375 mL AVAILABLE IN 750 mL 1 L 1.75 L

Proper No. Twelve® Irish Apple



50 mL AVAILABLE IN 750 mL 1 L

Proper No. Twelve® Black Reserve



AVAILABLE IN 750 mL

KEY SELLING POINTS

- Proper No. Twelve® Irish Whiskey is triple-distilled, and aged four years in bourbon barrels
- Proper No. Twelve® Irish Apple won Best Flavored Whiskey in 2023 at the International Whiskey Awards
- Proper No. Twelve® continues to invest heavily into key retail programs surrounding tentpole moments such as St. Patrick's Day and College Football



TINCUP[®]
MOUNTAIN WHISKEY

TINCUP® STRAIGHT BOURBON WHISKEY

MOUNTAIN WHISKEY

TINCUP® Straight Bourbon crafted with Rocky Mountain water.

Create Desire

Made for the Mountains

TINCUP® American Whiskey is named after Colorado's first mining pioneers and the tin cups from which they drank. There is a town in Gunnison County, Colorado named after these very cups. Our name is a nod to the mountain lifestyle maintained by the inhabitants of these early mining towns and a tribute to how they used to drink their whiskey. The cap makes serving easy when you are enjoying TINCUP® in its natural habitat, the great outdoors.

Bold Flavor

TINCUP® Straight Bourbon whiskey is aged in #3 charred oak barrels for a minimum of four years.

Rocky Mountain Water

TINCUP® American Whiskey is crafted with Rocky Mountain water and bottled at an elevation of 5,251 feet, yielding a high-quality American whiskey with a clean finish.

Delight the Senses

Color: Caramel

Aroma: Citrus, black pepper, ginger snap

Flavor: Rye spice, cinnamon, caramel

Finish: Rye spice with a clean finish

The Perfect Serve

Keep it Simple:

We recommend serving TINCUP® American Whiskey with simple, 1-2 ingredient cocktails like an Old Fashioned, Hot Toddy, Mule or with lemonade.



Tell a Story with a Bottle Pitch

1. A Piece of American and Colorado History

Tin Cup, Colorado was an old mining town set on the western side of the Rockies named after the old cups the miners would drink from. The name TINCUP® and the cap on the bottle are both nods to this piece of Colorado history. The cap also makes serving easy in TINCUP's natural habitat, the great outdoors.

2. Bold Flavor

TINCUP® Bourbon is a high-corn bourbon aged for a minimum of four years and cut to proof with Rocky Mountain water, yielding a sweet-tasting, high-quality straight bourbon whiskey with a clean, smooth finish.



3. Tin Cup, Colorado

The miner's axe is used as the TINCUP® symbol, paying homage to the old mining town after which the whiskey was named.

4. Rocky Mountain Water

TINCUP® is crafted with Rocky Mountain water, yielding a high-quality American whiskey with a clean finish.

5. Heavy Embossing

The heavily-embossed sides are inspired by old whiskey bottles. Embossing was a popular way of making a brand's logo last - even after the label fell off or faded.

TINCUP[®] STRAIGHT RYE WHISKEY

MOUNTAIN WHISKEY

TINCUP[®] Rye is a respectful salute to Colorado, American history and the golden age when rye whiskey won the West. Crafted to celebrate the original rye recipes enjoyed by settlers and miners of Gunnison County, TINCUP[®] Rye whiskey boasts a taste that matches the bold spice and spirit of the Old West.

Create Desire

Made for the Mountains

TINCUP[®] Rye is a bold and smooth rye whiskey, made of 95% Mid-Western rye and 5% barley. It is distilled, and crafted with pure Rocky Mountain water. Aged for a minimum of four years.

Mountain Whiskey

TINCUP[®] Mountain Whiskey is named after Tin Cup, Colorado – an old mining town in Gunnison County. Set on the western side of the Colorado Rockies, Tin Cup, CO was named after the old tin cups from which the miners would drink after a hard day's work.

Western Favorite

The first settlers of Tin Cup would gather at local watering holes to drink and share stories. They would drink Rye whiskey, the dominant style enjoyed by frontiersmen far and wide from the 1850s through to Prohibition.

Delight the Senses

Color: Caramel

Aroma: Spicy with hints of fruit and vanilla

Flavor: Bold yet smooth

Finish: Lingering finish plus a caramel and silky tannic mouth-feel

The Perfect Serve

Mountain Mule:

- 2 oz TINCUP[®] Rye
- 5 oz Ginger beer
- 1 oz Lime juice

Fill copper mug with ice. Pour whiskey, ginger beer and lime juice into mug. Stir. Garnish with lime wheel.



Tell a Story with a Bottle Pitch

1. A Piece of American and Colorado History

Tin Cup, Colorado was an old mining town set on the western side of the Rockies named after the old cups the miners would drink from. The name TINCUP[®] and the cap on the bottle are both nods to this piece of Colorado history. The cap also makes serving easy in TINCUP's natural habitat, the wilderness.

2. Bold Flavor

TINCUP[®] Rye is a bold and smooth rye whiskey, made of 95% Mid-Western rye and 5% barley. It is aged for four years and crafted with pure Rocky Mountain water.



3. Tin Cup, Colorado

The miner's axe is used as the TINCUP[®] symbol, paying homage to the old mining town after which the whiskey was named.

4. Rocky Mountain Water

TINCUP[®] is crafted to proof with Rocky Mountain water, yielding a high-quality American whiskey with a clean finish.

5. Heavy Embossing

The heavily-embossed sides are inspired by old whiskey bottles. Embossing was a popular way of making a brand's logo last – even after the label fell off or faded.

TINCUP[®] 6 YEAR AMERICAN WHISKEY

MOUNTAIN WHISKEY

TINCUP[®] American Whiskey (a.k.a. "Original") is a marriage of two great American whiskeys: Mid-western straight bourbon and Colorado single malt.

Create Desire

Made for the Mountains

TINCUP[®] American Whiskey is named after Colorado's first mining pioneers and the tin cups from which they drank. There is a town in Gunnison County, Colorado named after these very cups. Our name is a nod to the mountain lifestyle maintained by the inhabitants of these early mining towns and a tribute to how they used to drink their whiskey. The cap makes serving easy when you are enjoying TINCUP[®] in its natural habitat, the great outdoors.

Bold Flavor

TINCUP[®] American Whiskey is a straight bourbon whiskey married with Colorado single malt, and aged in #3 charred oak barrels for a minimum of six years.

Rocky Mountain Water

TINCUP[®] American Whiskey is crafted with Rocky Mountain water and bottled at an elevation of 5,251 feet, yielding a high-quality American whiskey with a clean finish.

Delight the Senses

Color: Caramel

Aroma: Vanilla cream, worn leather, pipe tobacco and caramel

Flavor: Butterscotch, dried orange, allspice, clove, tarragon and peach

Finish: Butterscotch

The Perfect Serve

TINCUP[®] Old Fashioned:

- 2 oz. TINCUP[®] 6 Year American Whiskey
- 1 Sugar cube
- 3 dashes of Angostura bitters
- Garnish: Orange peel

Add TINCUP[®] 6 Year, sugar cube and bitters to a rocks glass. Add ice and stir until chilled. Garnish with an orange peel.



Tell a Story with a Bottle Pitch

1. A Piece of American and Colorado History

Tin Cup, Colorado was an old mining town set on the western side of the Rockies named after the old cups the miners would drink from. The name TINCUP[®] and the cap on the bottle are both nods to this piece of Colorado history. The cap also makes serving easy in TINCUP's natural habitat, the great outdoors.

2. Bold Flavor

TINCUP[®] American Whiskey is a straight bourbon whiskey married with Colorado single malt, and aged in #3 charred oak barrels for a minimum of six years.



3. Tin Cup, Colorado

The miner's axe is used as the TINCUP[®] symbol, paying homage to the old mining town after which the whiskey was named.

4. Rocky Mountain Water

TINCUP[®] is crafted with Rocky Mountain water, yielding a high-quality American whiskey with a clean finish.

5. Heavy Embossing

The heavily-embossed sides are inspired by old whiskey bottles. Embossing was a popular way of making a brand's logo last - even after the label fell off or faded.

TINCUP[®] 10 YEAR BOURBON

MOUNTAIN WHISKEY

Inspired by the mountains, TINCUP[®] is an American whiskey with a bourbon-style profile and a rye spice.

Create Desire

Made for the Mountains

A whiskey at its peak, TINCUP[®] 10 is mountain whiskey: crafted with Rocky Mountain water and bottled at elevation 5,251'.

Bold Flavor

TINCUP[®] 10 Year is straight bourbon whiskey rested in white American oak barrels for a minimum of ten years.

Delight the Senses

Color: Dark amber hue

Aroma: Cinnamon, pine, honey and freshly-cut grass

Flavor: Sweet pepper, leather and raisins

Finish: Caramel and biscuits

The Perfect Serve

Neat or On the Rocks:

We recommend serving TINCUP[®] 10 Year Bourbon neat or on the rocks. Consider also pairing with a splash of bitters.



Tell a Story with a Bottle Pitch

1. A Piece of American and Colorado History

Tin Cup, Colorado was an old mining town set on the western side of the Rockies named after the old cups the miners would drink from. The name TINCUP[®] and the cap on the bottle are both nods to this piece of Colorado history. The cap also makes serving easy in TINCUP's natural habitat, the great outdoors.

2. Bold Flavor

TINCUP[®] 10 uses a mash bill of 64% corn, 32% rye, 4% malt. It is aged in white American oak barrels for a minimum of ten years.



3. Tin Cup, Colorado

The miner's axe is used as the TINCUP[®] symbol, paying homage to the old mining town after which the whiskey was named.

4. Rocky Mountain Water

TINCUP[®] is crafted with Rocky Mountain water, yielding a high-quality American whiskey with a clean finish.

5. Heavy Embossing

The heavily-embossed sides are inspired by old whiskey bottles. Embossing was a popular way of making a brand's logo last - even after the label fell off or faded.

TINCUP® FOURTEENER®

MOUNTAIN WHISKEY

TINCUP Fourteener®, our oldest whiskey celebrating Colorado's highest peaks. Aged for fourteen years and named after the majestic 14er mountains, which are taller than 14,000 feet.

Create Desire

Made for the Mountains

TINCUP Fourteener® celebrates Colorado's highest peaks and is named after the majestic 14er mountains.

TINCUP Fourteener® is an annual release with each release celebrating a different 14er mountain in label artwork.

Bold Flavor

A rich and smooth straight bourbon, aged for fourteen years in new white American oak barrels and then crafted with award-winning Eldorado Spring water.

Supporting the 14er Mountains

As part of the Fourteener Series, TINCUP® has donated to the Colorado Fourteeners Initiative to help protect and restore the 14er trails.

Delight the Senses

Color: Caramel brown

Aroma: Vanilla, sugar cookie

Flavor: Caramel, syrup, vanilla

Finish: Medium-long finish with butterscotch

The Perfect Serve

Neat or On the Rocks:

We recommend serving TINCUP Fourteener® neat or on the rocks. Consider also pairing with a splash of bitters.



Tell a Story with a Bottle Pitch

1. Giving Back to the Great Outdoors

TINCUP® supports the Colorado Fourteener Initiative (CFI) to help preserve and restore trails. TINCUP® will also participate in CFI's Adopt-a-Peak program to make ascents safer by expanding on-mountain infrastructure.

2. Eldorado Spring Water

A rich and smooth straight bourbon, aged for fourteen years in new white American oak barrels and then crafted with award-winning Eldorado Spring water.



3. A Piece of American and Colorado History

Tin Cup, Colorado was an old mining town set on the western side of the Rockies named after the old cups the miners would drink from. The name TINCUP® and the cap on the bottle are both nods to this piece of Colorado history. The cap also makes serving easy in TINCUP's natural habitat, the great outdoors.

4. Homage to the Mountains

Limited-release custom 14er illustrations to highlight a different 14er every year.

TINCUP® ADVENTURE PACK

MOUNTAIN WHISKEY

TINCUP® Adventure Pack contains TINCUP® Original American Whiskey (Straight Bourbon married with Colorado single malt) in a durable, reusable canteen.

Create Desire

Adventure Ready

Double-wall insulated and stainless steel, easily taken along for an epic adventure – whether up a mountain, along the trail, or out on the lake.

Reusable Canteen

Unbreakable, re-usable, durable double-walled stainless steel.

Delight the Senses

Color: Caramel

Aroma: Citrus, black pepper, ginger snap

Flavor: Rye spice, cinnamon, caramel

Finish: Rye spice with a clean finish



Tell a Story with a Bottle Pitch

1. Unbreakable

Unbreakable, re-usable, durable double-walled stainless steel.

2. Adventure Ready

The 375mL canteen that can go anywhere glass can't. Perfect for any adventure – whether up a mountain, along the trail or out on the lake.



3. Rocky Mountain Water

TINCUP® is crafted with Rocky Mountain water, yielding a high-quality American whiskey with a clean finish.

TINCUP[®]

MOUNTAIN WHISKEY

Mass Displays:

- Focus on floor displays featuring Bourbon and min. one other variant to increase trial and brand visibility
- Secure secondary floor displays and small-size counter displays to drive impulse purchases and trial

Standards:

- Developed Markets: 60% Original + 40% Bourbon
- Future Star Markets: 30% Original + 10% Rye
- Aspiration: 20% Original + 10% Rye + 5% 10 Year

B Accounts



375mL Small-Size Counter Display



| Product | A accounts 15+ cases | B accounts 10+ cases | C accounts 5+ cases |
|---------------|-------------------------|-------------------------|------------------------|
| Bourbon | 8 | 4 | 3 |
| Original 6YO | 4 | 4 | 2 |
| Rye | 4 | 3 | - |
| 10 YO Bourbon | 2 | - | - |

A Accounts



C Accounts



TINCUP® Straight Bourbon Whiskey



AVAILABLE IN

375 mL

750 mL

1 L

1.75 L

TINCUP® Straight Rye Whiskey



AVAILABLE IN

750 mL

TINCUP® Adventure Pack



AVAILABLE IN

375 mL

TINCUP® 6-Year American Whiskey



AVAILABLE IN

750 mL

1.75 L

TINCUP® 10-Year Bourbon



AVAILABLE IN

750 mL

TINCUP Fourteener®



AVAILABLE IN

750 mL

KEY SELLING POINTS

- Mountain Whiskey crafted with Rocky Mountain water, bottled at elevation, comes with tin cup for enjoying in the great outdoors, plus a hexagonal bottle that doesn't easily roll down the mountain
- Smooth and bold whiskey bottled in a vintage-inspired whiskey bottle with a cap that doubles as a cup
- Founded by whiskey veteran Jess Graber, who has been distilling since 1972 and who created Stranahan's®



ROCKY MOUNTAIN
Stranahan's®
AMERICAN SINGLE MALT WHISKEY

Deep, rich flavor delivered through our Solera process and coming in at 86 proof creates an amazing base for classic cocktails.

Create Desire

Stranahan's[®] Colorado Whiskey introduces Blue Peak, an American single malt distilled at high altitude, aged in new American oak barrels, and Solera finished – a maturation process typically used for wine – resulting in a rich and mellow whiskey.

What's in a Name

Named for a 13-thousand-foot peak in Aspen and inspired by the alpine scenery of the Rocky Mountains, Blue Peak is built around a small batch of single malt whiskey that has been hand-crafted at a high altitude and aged for four years in 53-gallon, new American oak barrels with a #3 char, imbuing a warm, toasted flavor.

Our Solera Process

The profile of the aged expression is expanded through the time-honored Solera process, accentuating the liquid with fruit and butterscotch characteristics.

Homemade, from Grain to Glass

From grain to glass, Stranahan's[®] Blue Peak is distilled and bottled at its Colorado distillery, the state's first legal distillery after Prohibition

Delight the Senses

Color: Rich amber

Aroma: Dried apricot, nutmeg, cinnamon toast, hints of leather and light tobacco

Flavor: Creamy butterscotch and brown sugar, baked apples, with notes of cayenne and toasted oak

Finish: Rich and mellow, earthy malt gently fades into lingering spices

The Perfect Serve

Neat, On the Rocks, or The Stranhattan:

- 2 oz. Stranahan's[®] Blue Peak
- 1 oz. Sicilian amaro
- 2 dashes Black walnut bitters
- 2 dashes Angostura bitters

Add all ingredients to shaker, add ice and stir to 20% dilution. Strain into a glass and add cherry garnish.



Tell a Story with a Bottle Pitch

1. Distillation

Blue Peak is distilled from 100% malted barley and handmade in small batches.

2. Maturation

Aged for a minimum of four years in new American oak barrels with #3 char.

3. Cut to Proof

Cut to proof with pristine Rocky Mountain water from Eldorado Springs and chill-filtered.



4. Solera Process

The mature liquid is transferred into a 620-gallon new American oak vessel, known as a foeder, for several months.

Once fully married in the foeder, a portion of the mature whiskey is taken to be cut to proof with pristine Rocky Mountain water and chill-filtered.

Meanwhile, newly harvested single malt whiskey is added to the remnants.

Since the foeder is never fully emptied, the Solera process allows for continuous marriage, maturation and flavor development in the whiskey it holds.

This extended finishing time amplifies the dark hue, silky body and complexity of the final whiskey.

The pioneering American single malt that started it all: aged in American new oak barrels for six to eight years and bottled at 94 proof to create a bold, full flavor.

Create Desire

Stranahan's[®] was born in Colorado, in what began as a simple idea between two friends, Jess Graber and George Stranahan. Today, Stranahan's[®] exhibits 100% of the Colorado spirit.

First American Single Malt

Stranahan's[®] is Colorado's first American single malt, the pioneer and leader of the American single malt category. It is double-distilled using a proprietary blend of barleys, then aged for a minimum of four years in our virgin-charred American white oak barrels.

Original and Handmade

Stranahan's[®] is always handcrafted in small batches. The result is a reliable, yet distinctive flavor unique to Stranahan's[®] Colorado Whiskey.

Delight the Senses

Color: Burnt amber

Aroma: Caramel-butterscotch, vanilla, maple syrup, leather
Flavor: Cinnamon-butter, vanilla, chocolate, warm caramel and spiced pear. Flows over the tongue like table cream and melted brown sugar

Finish: Finish of light fruitiness and strong oak presence with rich tobacco and aged leather

The Perfect Serve

Neat or On the Rocks:

We recommend serving Stranahan's[®] Original neat – consider adding a few splashes of water – or with ice.



Tell a Story with a Bottle Pitch

1. A Tall Tale (That's All True)

When volunteer firefighter Jess Graber responded to a neighbor's barn fire, he never imagined that any good would come of it. But the barn he made an effort to save belonged to George Stranahan. When the fire settled, the two discovered a shared passion for the Colorado outdoors and a good pour of fine whiskey.

2. American Single Malt

Stranahan's[®] is Colorado's first American single malt and Original is the one that started it all. It is double-distilled using a proprietary blend of four barleys sourced exclusively from Colorado, then aged for a minimum of four years in our virgin-charred American white oak barrels.



3. Small Batch Whiskey

Stranahan's[®] is always handcrafted in small batches. The result is a reliable, yet distinctive flavor unique to Stranahan's[®] Colorado Whiskey.

4. Bottled by Hand

Every batch is bottled entirely by hand with the help of volunteers. The list of people eager to join the bottling line is over 25,000 names long.

American re-imagining of a European tradition using American white oak casks before finishing in European oak casks formerly filled with PX sherry. Minimum aging for seven years provides incredible depth of flavor.

Create Desire

An American Approach to a European Tradition

A gateway for Scotch drinkers into American single malts.

Pioneers and Innovators in American Single Malt

We take our four-year-old American single malt and then transfer it to PX sherry barrels to cask finish. As the largest and one of the first American single malts, Stranahan's[®] is able to dictate where the category goes with unique cask finishes and innovation.

Unique Cask Finishing

Stranahan's[®] Sherry Cask is finished in PX sherry barrels procured from the Andalusia region of Spain. Andalusia is known to many oenophiles as the "Sherry Triangle and one of the world's most-coveted wine regions". The barrels have aged sherry wine for over forty years, leaving behind a depth of flavor soaked into the ancient oak staves. The resulting Stranahan's[®] Sherry Cask whiskey bursts with rich and complex flavors.

Delight the Senses

Color: Rich, sherry amber

Aroma: Over-ripe cherry, sweet apples, raisins, almonds, leather and freshly-cut hay

Flavor: Honey, Montmorency cherries, black currant and fig, with nutty brine and walnut characteristics

Finish: Buttery caramel, whipped cream, brown sugar and smoked cayenne

The Perfect Serve

Neat or On the Rocks:

We recommend serving Stranahan's[®] Sherry Cask neat – consider adding a few splashes of water – or with ice.



Tell a Story with a Bottle Pitch

1. New Traditions and Old-World Finishing

Sherry Cask was inspired from our 1st annual Cask Thief event at the Stranahan's Distillery. Our team of talented distillers fell in love with the taste profile of our American single malt cask-finished in PX sherry barrels, as did our local fans and friends. We decided to release the fan-favorite on a broad scale for our StranaFans around the country to enjoy.

2. American Single Malt

Stranahan's[®] Sherry Cask is an American single malt whiskey, made with 100% malted barley, cut to proof with Rocky Mountain spring water, then transferred to PX sherry barrels to cask finish.



3. The Tin Cap

The bottle's tin cup pays homage to the Old West, when everyone seemed to have their own tin cup. Whether it was dangling from their saddle bag or hanging by the water pail, it was a must-have item.

4. Rich Liquid Color

Cask finishing Stranahan's[®] Sherry Cask imparts deep red, amber color to the liquid. The cask finishing also imparts deep flavor, resulting in a whiskey that bursts with honey, Montmorency cherries, black currant and fig.

Following the success of Rum Cask and Brew Cask, the collection expanded in 2025 with the debut of Local Brewers Cask.

Create Desire

Pioneers and Innovators in American Single Malt

Stranahan's[®] Colorado Whiskey further solidifies its status as an American single malt category leader and innovative whiskey distillery with its annual release of Diamond Peak. As announced in 2022, Stranahan's[®] will release Diamond Peak into the market every year with a new limited-release creative cask finish that will push the boundaries of what consumers can expect from a refined American whiskey.

Unique Cask Finishing

Diamond Peak's 3rd limited annual release highlights flavors that transcend traditional whiskey. Using a marriage of six to nine-year-old Stranahan's[®], this whiskey was finished in prized varieties of rum casks from the greater and lesser Antilles of the Caribbean: The Dominican Republic, Barbados and Martinique.

Delight the Senses

Color: Burnt amber

Aroma: Dried apricot and crème brûlée

Flavor: Bright tropical fruit notes against a brown sugar backdrop

Finish: Viscous, nuanced sweetness with a hint of cola spice

The Perfect Serve

Neat or On the Rocks:

We recommend serving Stranahan's[®] Diamond Peak neat – consider adding a few splashes of water – or with ice.



Tell a Story with a Bottle Pitch

1. New Traditions and Innovative Cask Finishes

Diamond Peak was inspired by our tradition of innovation at the distillery. Our team of talented distillers utilizes the Stranahan's[®] distillery as a testing ground for innovation through our Distillery Exclusive releases. We decided to release this fan-favorite on a broad scale for our StranaFans around the country to enjoy.

2. Distillation

Distilled from 100% malted barley and handmade in small batches at the Stranahan's distillery, Colorado's first legal distillery since Prohibition.



3. Maturation

A marriage of six to nine-year-old Stranahan's[®] American single malt whiskey, initially aged in virgin American oak barrels.

4. Finish and Cut

Upon completion of the aging process, the whiskey is transferred into prized varieties of rum casks from the greater and lesser Antilles of the Caribbean, where the liquid is finished. This unique process yields a taste that is rich and complex, blending a myriad of flavors to create an exceptionally smooth profile. Cut to proof with pristine Rocky Mountain water and non-chill filtered.

Our pure American single malt aged ten years in new American oak barrels. Appeals to the most prestigious on-premise accounts.

Create Desire

What's in a Name?

Due to Denver's high altitude and the usage of new American charred oak barrels, Mountain Angel had a unique angel's share loss that allowed Stranahan's[®] to achieve a 10-year-old single malt with a depth of flavors and aromas comparable to a Scotch whisky more than twice its age.

Pioneers and Innovators in American Single Malt

Mountain Angel is an ultra-premium expression of single malt whiskey made with pristine Rocky Mountain ingredients. After ten years in new American oak barrels, Stranahan's[®] Mountain Angel is pushing the boundaries of American single malt whiskey, producing a flavor profile never before achieved in the category. Mountain Angel's very limited quantities is a testament to premium quality, patience and the small batch approach associated with Stranahan's[®].

Delight the Senses

Color: Rich amber

Aroma: Dried apricot, nutmeg, cinnamon toast, hints of leather and light tobacco

Flavor: Creamy butterscotch and brown sugar, baked apples, with notes of cayenne and toasted oak

Finish: Rich and mellow, earthy malt gently fades into lingering spices

The Perfect Serve

Neat or On the Rocks:

We recommend serving Stranahan's[®] Mountain Angel neat – consider adding a few splashes of water – or with ice.



Tell a Story with a Bottle Pitch

1. New Traditions and Innovative Cask Finishes

The Mountain Angel series consists of the distillery's oldest liquid releases to-date and is pushing the boundaries of the category through the release of older aged liquids.

2. Distillation

Mountain Angel 10 Year is comprised of 100% malted barley and Rocky Mountain water, made in small batches.



3. Maturation

Aged for ten years in new American oak barrels with #3 char. Only a select few barrels are chosen for each batch, several of which experienced over 80% angel's share loss. This extreme amount of evaporation imparted the remaining whiskey with a heavily concentrated oak flavor profile and silky mouthfeel.

4. The Angel's Share

A portion of every barrel simply evaporates into the atmosphere, like an offering to the heavens. With the Stranahan's[®] distillery sitting a mile above sea level the barrels experience a loss more than three times as much as they do with Scotch.

The first commercially available 12-year-old straight American single malt whiskey.

Create Desire

What's in a Name?

Due to Denver's high altitude and the usage of new American charred oak barrels, Mountain Angel had a unique angel's share loss that allowed Stranahan's[®] to achieve a 12-year-old single malt with a depth of flavors and aromas comparable to a Scotch whisky more than twice its age.

Pioneers and Innovators in American Single Malt

Mountain Angel is an ultra-premium expression of single malt whiskey made with pristine Rocky Mountain ingredients. After twelve years in new American oak barrels, Stranahan's[®] Mountain Angel is pushing the boundaries of American single malt whiskey, producing a flavor profile never before achieved in the category. Mountain Angel's very limited quantities is a testament to premium quality, patience and the small batch approach associated with Stranahan's[®].

Delight the Senses

Color: Rich amber

Aroma: Caramelized nectarine, fig paste, lavender

Flavor: Blueberry compote, ginger lemon tart, raspberry cheesecake, blackberry strudel

Finish: Juicy, vanilla wafer, mature oak, maduro cigar wrapper

The Perfect Serve

Neat or On the Rocks:

We recommend serving Stranahan's[®] Mountain Angel neat – consider adding a few splashes of water – or with ice.



Tell a Story with a Bottle Pitch

1. New Traditions and Innovative Cask Finishes

Mountain Angel 12 Year is the distillery's oldest liquid release to-date and is pushing the boundaries of the category through the release of older aged liquids.

2. Distillation

Mountain Angel 12 Year is comprised of 100% malted barley and Rocky Mountain water, made in small batches.



3. Maturation

Aged for twelve years and finished in refined Port casks from Portugal. Only a select few barrels are chosen for each batch, several of which experienced over 80% angel's share loss. This extreme amount of evaporation imparted the remaining whiskey with a heavily-concentrated oak flavor profile which was then transferred to port casks for additional aging, creating a highly-concentrated rich flavor profile.

4. The Angel's Share

A portion of every barrel simply evaporates into the atmosphere, like an offering to the heavens. With the Stranahan's[®] distillery sitting a mile above sea level the barrels experience a loss more than three times as much as they do with Scotch.

Mass Displays:

- Focus on display and consumer initiatives that will drive the brand to the floor
- Enhance visibility and create secondary placement in-store, utilizing both Blue Peak and Original

Standards:

- 75% Blue Peak,
- 25% Original

| Product | A accounts 12+ cases | B accounts 5+ cases | C accounts 1 case bin |
|-----------|-------------------------|------------------------|--------------------------|
| Blue Peak | 9 | 4 | 1 |
| Original | 3 | 1 | 0 |

A Accounts



B Accounts



C Accounts



Stranahan's[®] American Single Malt Whiskey



Blue Peak
 375 mL, 750 mL

Original
 375 mL, 750 mL

AVAILABLE IN
 Sherry Cask
 750 mL

Diamond Peak
 750 mL

Mountain
 Angel 10 YO
 750 mL

Mountain
 Angel 12 YO
 750 mL



KEY SELLING POINTS

- #1 and most-awarded American single malt whiskey (Nielsen Total xAOC + Liquor + Conv, Eq Vol and \$, 52 w/e 1/25/25 and 2025 award results; third party audit conducted by Avid Marketing Group)
- Stranahan's[®] Original has won Best in Show, Best Whiskey, Best American Whiskey, and Best ASM at the Las Vegas International Spirits Competition
- Largest-selling American single malt whiskey in the U.S., both in sales and EQ volume (Nielsen Total xAOC + Liquor + Conv, Eq Vol and \$, 52 w/e 1/25/25)
- American whiskey made from 100% malted barley and cut with Rocky Mountain water
- Pioneered craft distilling in Colorado and the American single malt category nationally
- AMERICAN SINGLE MALT
 - December 18th, 2024 will go down in history as the day the TTB officially ratified American single malt as its own whiskey category, enacted January 19, 2025
 - American single malt is the first new whiskey category in over 50 years. This milestone brings authenticity, transparency, and trust for consumers
 - Stranahan's[®] leads the way as the #1 and most-awarded American single malt, setting the standard for quality and innovation in this newly-recognized category





NEW YORK

NEW YORK

GREAT JONES

DISTILLING CO

At the storied corner of Great Jones and Broadway, we built Manhattan's first whiskey distillery since Prohibition. Great Jones® Bourbon is crafted from the finest ingredients grown in the rich Black Dirt of the Empire State. The result is a smooth, well-balanced bourbon, sweet with a touch of spice, the perfect celebration of the greatness and grit of New York City.

Create Desire

Great Jones® Distilling Co. History

Back in the 1900's there were hundreds of distilleries in New York, making bourbon, whiskey, brandy and more. In January 1920, Prohibition completely wiped every one of those distilleries off the map almost overnight. Even though Prohibition eventually passed, the damage was done; and over time the tradition and craft of distilling was lost from the city. Fast forward one hundred years, Great Jones® Distilling Co. wanted to create a whiskey that would truly represent the best of New York. To do justice to that ambition, we decided that we had to bring that craft of distilling right back into the heart of this city.

100% New York Ingredients

In the Black Dirt region of the Warwick Valley, the ingredients that become Great Jones® Whiskey are grown. The richness of the black dirt soil imparts a taste profile that is distinctly New York. Our mash recipe is built on the corn grown only in the rich ebony soil of this region. The corn in particular is distinctive – its spicy notes are totally unique to produce that's grown in New York. That's where our spicy notes come from. More spice, less sweet—more New York.

Delight the Senses

Color: Dark Amber

Aroma: Dry corn and light vanilla, vegetable and white pepper hints

Flavor: Toasty upfront with notes of creamy vanilla

Finish: Smooth with a peppery finish

The Perfect Serve

Great Jones® Manhattan:

- 2 oz. Great Jones® Bourbon
- 1 oz. Sweet vermouth
- 2 dashes Angostura bitters
- 1 dash Orange bitters
- Garnish with Brandied cherry

Combine all of the ingredients in a mixing glass with ice, and stir until well-chilled. Strain into a chilled coupe glass and garnish with a brandied cherry.



Tell a Story with a Bottle Pitch

1. A New York Classic

Great Jones® Distilling Co. was born from a desire to embody the best that New York has to offer. From the vibrancy of Manhattan to the freshest produce from upstate, we celebrate New York in all its greatness and grit.

2. Art Deco Inspiration

Bottle design and label are influenced by the era of art deco design and 1920's grandeur.

3. Mash Bill

Distilled in New York from 100% New York corn, barley and rye, with a breakdown of 80% Corn, 12% Malted Barley and 8% Rye.



4. Four Years

A blend of four to eight-year-old whiskey aged in new American oak barrels that are laid down to rest in the Warwick Valley, where the climate is perfect for allowing casks to breathe – the air and climate help our barrels impart their softer, mellow tones to the liquid as it matures. The perfect complement to the Manhattan energy that gives our whiskeys their finish.

At the storied corner of Great Jones and Broadway, we built Manhattan's first whiskey distillery since Prohibition. Great Jones® Rye is crafted from the finest ingredients grown in the rich Black Dirt of the Empire State. The result is a smooth, well-balanced rye whiskey, boasting vanilla flavors with hints of black pepper and baking spice, the perfect celebration of the greatness and grit of New York City.

Create Desire

Great Jones® Distilling Co. History

Back in the 1900's there were hundreds of distilleries in New York, making bourbon, whiskey, brandy and more. In January 1920, Prohibition completely wiped every one of those distilleries off the map almost overnight. Even though Prohibition eventually passed, the damage was done; and over time the tradition and craft of distilling was lost from the city. Fast forward one hundred years, Great Jones® Distilling Co. wanted to create a Rye that would truly represent the best of New York. To do justice to that ambition, we decided that we had to bring that craft of distilling right back into the heart of this city.

100% New York Ingredients

In the Black Dirt region of the Warwick Valley, the ingredients that become Great Jones® Rye are grown. The richness of the black dirt soil imparts a taste profile that is distinctly New York. Our mash recipe is built on the Rye grown only in the rich ebony soil of this region. The Rye in particular is distinctive – its spicy notes are totally unique to produce that's grown in New York. That's where our spicy notes come from. More spice, less sweet—more New York.

Delight the Senses

Color: Amber

Aroma: Aromatic spices, dry hay and orchard fruit

Flavor: Vanilla with hints of black pepper and baking spice

Finish: Balanced and robust with a chocolate and malt finish

The Perfect Serve

Great Jones® Old Fashioned:

- 2 oz. Great Jones® Rye
- 1 Sugar cube
- 1 dash Orange bitters
- 2 dashes Angostura bitters
- 1 Orange peel

Muddle sugar cube in an Old Fashioned glass, then add ice, followed by rye whiskey and bitters. Stir and garnish with orange peel.



Tell a Story with a Bottle Pitch

1. A New York Classic

Great Jones® Distilling Co. was born from a desire to embody the best that New York has to offer. From the vibrancy of Manhattan to the freshest produce from upstate, we celebrate New York in all its greatness and grit.

2. Art Deco Inspiration

Bottle design and label are influenced by the era of art deco design and 1920's grandeur.

3. Mash Bill

Great Jones® Rye whiskey is distilled from 100% rye grain, sourced entirely from farms in New York state, and aged in American oak. The result is a whiskey complex enough to enjoy neat, yet perfect for cocktails.



4. Four Years

Aged four years in new American oak barrels that are laid down to rest in the Warwick Valley, where the climate is perfect for allowing casks to breathe – the air and climate help our barrels impart their softer, mellow tones to the liquid as it matures. The perfect complement to the Manhattan energy that gives our whiskeys their finish.

Mass Displays:

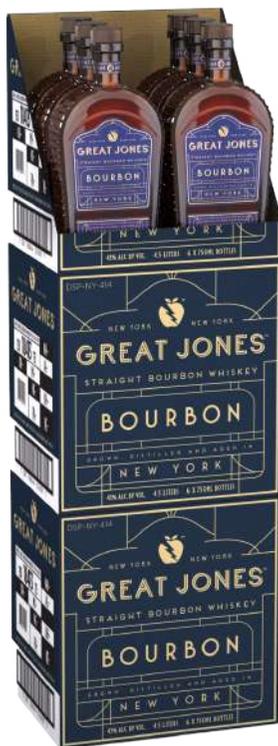
- Focus on display and consumer initiatives that will drive the brand to the floor
- Enhance visibility and create secondary placement in-store, utilizing Bourbon

Standards:

- 100% Bourbon

| Product | A accounts 3+ cases | B accounts 1 case bin | C accounts 1 case bin |
|---------|------------------------|--------------------------|--------------------------|
| Bourbon | 3 | 1 | 1 |

A Accounts



Great Jones® Bourbon



AVAILABLE IN

375 mL

750 mL

Great Jones® Rye



AVAILABLE IN

375 mL

750 mL

KEY SELLING POINTS

- Great Jones® Distilling Co. is home to the first legal whiskey distillery in Manhattan since Prohibition
- Great Jones® Bourbon is crafted from the finest ingredients: corn, barley and rye grain, all grown in the rich black dirt of the Empire State and aged in American oak barrels
- The result is a smooth, well-balanced bourbon, sweet with a touch of spice, the perfect celebration of the greatness and grit of New York City
- Embodies the best of New York: 100% New York sourced grain – grown, distilled and aged in the Empire State



BLACK DIRT[®]

Distillery





APPLE JACK BRANDY

Born and bred in New York, Black Dirt® Apple Jack is the first brandy using apples grown from upstate NY's black dirt. Winner of a silver medal at the 2023 San Francisco World Spirits Competition.

Create Desire

Before Prohibition the Black Dirt region was home to dozens of Apple Jack distilleries. Now Black Dirt® Apple Jack carries on this local tradition with a 100% apple brandy aged a minimum of four years in new charred American oak barrels.

Black Dirt® Apple Jack is made exclusively from whole fruit Jonagold apples grown in the rich, fertile hills surrounding the Black Dirt region in upstate New York.

Delight the Senses

Color: Golden honey

Aroma: Apple mixed with subtle sweet barrel and baking spices like caramel and cinnamon

Flavor: Baked apple and caramel accented with apricot and sherry

Finish: Sweet, but balanced all around

The Perfect Serve

Apple Snap:

- 1 ½ oz. Black Dirt® Apple Jack
- 4 oz. Ginger beer

Combine all ingredients in a glass with ice and enjoy.



Tell a Story with a Bottle Pitch

1. Black Dirt, New York

Black Dirt® gets its name from the Black Dirt region of New York State, also known as the Drowned Lands. It consists of the remains of a shallow lake that formed twelve thousand years ago during the glacial period. The ebony soil is so rich and dark in color, it has been designated the official soil of New York State.

2. Handcrafted

Every bottle of Black Dirt® is handcrafted by the team at Black Dirt Distillery, located in the Warwick Valley of New York.



3. Bottled In Bond

After distillation, the Apple Jack is aged for a minimum of four years in charred American oak barrels, and bottled at 100 proof.

4. 100% New York Apples

Black Dirt® Apple Jack is made from 100% whole fruit apples grown in New York.

Black Dirt® Apple Jack



AVAILABLE IN
750 mL

KEY SELLING POINTS

- Black Dirt® Apple Jack is made exclusively from New York apples grown in the rich, fertile hills surrounding the Black Dirt region





PREMIUM BRANDS

Proximo takes great pride in creating fully-realized brand personalities. We realize that consumers connect with more than what's in the bottle. So, we innovate to build distinct personalities and cultures around each brand. This allows us to build relationships with consumers on all levels and in all media (and it's much more fun).

BRANDS

Three Olives
VODKA

Hangar 1
VODKA

GEORGE BUSHNELL & COMPANY
BOODLES
EST. 1845
BRITISH GIN
LONDON DRY
IMPORTED

The
KRAKEN
SPICED RUM

Matusalem
RUM
EST. 1835





PROXIMO



THREE OLIVES[®]

VODKA

Three Olives[®] UNFLAVORED

VODKA

Three Olives[®] Vodka is all-natural, 100 calories, zero-sugar, gluten-free and made in America.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 100 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Crystal-clear

Aroma: Sweet grain, earthy, followed by a hint of marshmallow

Flavor: The palate entry is silky in texture and enhanced with mineral notes

Finish: Concludes on a smooth and clean note

The Perfect Serve

Dirty Martini:

- 2 oz. Three Olives[®] Vodka
- ½ oz. Dry vermouth
- ½ oz. Olive brine

Add Three Olives[®] Vodka, dry vermouth and olive brine to a shaking tin, and shake vigorously. Fine-strain cocktail into a chilled martini coupe. Garnish with three olives on a cocktail stick.



Tell a Story with a Bottle Pitch

1. Zero Sugar Added

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 100 Calories

Avg analysis per 1.5 FL OZ: 100 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives[®] CHERRY

VODKA

Three Olives[®] Cherry Vodka is all-natural, 80 calories, zero-sugar, gluten-free and made in America.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] Cherry is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Sweet, red cherry on the nose

Flavor: Maraschino cherries with a light floral background

Finish: Creamy

The Perfect Serve

Cherry Cosmo:

- 2 oz. Three Olives[®] Cherry Vodka
- 1 oz. Cranberry juice
- ½ oz. Triple sec

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass and garnish with a lemon twist.



Three Olives[®] Cherry Vodka

1. Zero Sugar

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives® GRAPE

VODKA

Three Olives® Grape is extremely mixable and here to turn an ordinary day into an extraordinary night.

Create Desire

Zero Sugar

Three Olives® has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives® Grape is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Juicy Concord

Flavor: Iconic grape jelly

Finish: Bright and floral

The Perfect Serve

Grape-mopolitan:

- 2 oz. Three Olives® Grape Vodka
- ½ oz. Fresh lime juice
- ½ oz. Grape juice

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with an orange peel.



Three Olives® Grape Vodka

1. Zero Sugar

All Three Olives® varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives® is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives® a polished look that jumps off the shelves.



Three Olives[®] ESPRESSO

VODKA

Three Olives[®] Espresso Vodka is all-natural, zero sugar, 80 calories and makes the perfect three ingredient espresso martini.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] Espresso is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Dark espresso

Aroma: Dark roasted rich Arabica beans

Flavor: Silky dark chocolate with overtones of vanilla

Finish: Brewed coffee

The Perfect Serve

Espresso Martini:

- 1 ½ oz. Three Olives[®] Espresso Vodka
- 1 ½ oz. Cold brew
- ¾ oz. Triple sec

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with three coffee beans.



Three Olives[®] Espresso Vodka

1. Zero Sugar

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives[®] VANILLA

VODKA

Three Olives[®] Grape is extremely mixable and here to turn an ordinary day into an extraordinary night.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] Vanilla is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Warm sweet vanilla on the nose

Flavor: Rich, velvety cream fades into bourbon vanilla extract

Finish: Light woodiness and vanilla bean

The Perfect Serve

Porn Star Martini:

- 2 oz. Three Olives[®] Vanilla Vodka
- 2 oz. Passionfruit juice
- 1 oz. Fresh lime juice

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with a passionfruit peel twist.



Three Olives[®] Grape Vodka

1. Zero Sugar

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Mass Displays:

- Build floor displays with maximum visibility

Standards:

- Size: 1/5 750mL, 2/5 1.75L
- A display: Feature 80% Unflavored, 20% Primary Flavors
- B display: Feature 100% Unflavored
- C display: Feature 100% Unflavored

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 10+ cases |
|--------------------|-------------------------|-------------------------|-------------------------|
| Three Olives 750ML | 10 | 5 | 2 |
| Three Olives 1.75L | 20 | 10 | 3 |

A Accounts



B Accounts



C Accounts



THREE OLIVES
VODKA

PRODUCT PORTFOLIO

Available Sizes Listed Below

[PRIORITY SKUs]



Unflavored
50mL
750mL
1L
1.75L



Cherry
750mL
1L
1.75L



Grape
750mL
1L
1.75L



Loopy
750mL
1L
1.75L



Espresso
750mL
1L



Vanilla
750mL
1L

[ACCELERATE SKUs]

[ON-PREMISE SKUs]



Berry
750mL
1L



Orange
750mL
1L



Citrus
750mL
1L



Raspberry
750mL
1L



Blueberry
1L



Mango
1L



Hangar 1[®]
VODKA

Hangar 1® is the ultra-premium vodka made with the freshest ingredients.

Create Desire

California to the Core

Hangar 1® Straight is a special blend of distilled grain and California wine grapes. Distilled in copper pot stills with two reflux columns custom-batched to achieve the highest quality distillation possible for a crisp fresh-tasting vodka.

Delight the Senses

Color: Pure, crystal clear; leaves a thin, clear coat on the inside of the glass on swirling

Aroma: Wheat grain, slightly sweet

Flavor: Sweet, with plump, round taste; almost creamy texture

Finish: Faint fruitiness and a touch of sweetness; clean, crisp

The Perfect Serve

Alameda Mule:

- 1 ½ oz. Hangar 1® Straight
- 3 oz. Ginger beer
- 1 oz. Meyer lemon juice

Build in an ice-filled copper mug. Garnish with a Meyer lemon.



Tell a Story with a Bottle Pitch

1. Fresh Vodka

Hangar 1® Straight is a special blend of distilled grain and California wine grapes. Distilled in copper pot stills with two reflux columns custom-batched to achieve the highest quality distillation possible for a crisp fresh-tasting vodka.

2. California to the Core

For Hangar 1®, crafting real vodka that's the essence of California isn't just a job – it's a passion. Some might think that's cheesy, but we see it as more than a statement. From the ingredients we use, to the farmers we source them from, and the people we share our vodka with – we pride ourselves on embodying the California spirit.

3. Apothecary Bottle

Our apothecary-style bottle, with embossed side measurements and black rubber stopper, is inspired by our own workshop, where fresh, creative ingredients are married by the science of distilling to develop fresh-tasting, made-to-measure vodka.



4. Aviation Heritage

The red biplane symbol is a nod to our history. In 2001, Hangar 1® was established in an airplane hangar, which lent the brand its name.

5. Fresh Recipes

Our lifestyle and trade influencers reinforce our passion to always utilize the freshest ingredients we can get our hands on by creating Hangar 1® spirits made using local, in-season produce.

Hangar 1[®] Straight



750 mL

AVAILABLE IN

1 L

1.75 L

Hangar 1[®] Classic Flavors



Mandarin Blossom
750 mL & 1 L

AVAILABLE IN

Makrut Lime
750 mL & 1 L

Buddha's Hand Citron
750 mL & 1 L

KEY SELLING POINTS

- Pioneer of the craft spirits movement, appealing to the preference for local, American-made products
- Our seasonal small batch flavors involve constant experimentation using fresh ingredients sourced from local farmers
- Hangar 1[®] is made using traditional production methods, including a custom-made 500-gallon copper pot still with two columns





The
KRAKEN[®]
SPICED RUM



THE KRAKEN® BLACK SPICED RUM

World's 1st black spiced rum and one of the fastest-growing rum brands. The Kraken® Black Spiced Rum (Original) is a 94-proof Caribbean black spiced rum. It has a distinct flavor of cinnamon, vanilla and nutmeg with a smooth and spicy finish.

Create Desire

A Mysterious Story

A ship carrying precious Caribbean spiced rum was attacked by the monstrous Kraken. This attack ended with the destruction of every person on board the vessel, and all but one of the barrels of rum – which was badly stained by the Kraken's black ink. It was dubbed: "The Kraken® Black Spiced Rum."

An Unusual, Striking Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two rings—allowing for easy portability – and calls to mind the eyes of The Beast.

The First Black Spiced Rum

The Kraken®, born from the legend of a ship attacked by the beast, Kraken Black Spiced Rum is a first-of-its-kind Caribbean spiced rum, created when the barrels contained on that faithful ship were dragged down to the Kraken's lair and stained with its storied black ink. It is now known as a liquid of unparalleled darkness.

Delight the Senses

Color: Strong, rich, black and smooth, made with 13 secret spices

Aroma: Toffee, allspice and clove

Flavor: Notes of vanilla, ginger and peppercorns

Finish: Smooth, clean and bold

The Perfect Serve

Kraken Perfect Storm:

- 1 oz. The Kraken® Black Spiced Rum
- 3 oz. Ginger beer

Layer all ingredients in a tall glass filled with ice. Garnish with a lime wheel twist.



Tell a Story with a Bottle Pitch

1. A Mysterious Story

Born from the legend of a ship attacked by the beast, the Kraken® Black Spiced Rum is a first-of-its-kind Caribbean spiced rum, created when the barrels contained on that faithful ship were dragged down to the Kraken's lair and stained with its storied black ink. It is now known as a liquid of unparalleled darkness.

2. The Bottle Rings

The beast comes to life in the packaging, as evidenced by the bottle rings, which evoke the Kraken's eyes.



3. The Victorian Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two handles, which allow for easy portability. Release the Kraken!

4. The First Black Spiced Rum

The Kraken® is a unique 94-Proof Caribbean black spiced rum, enriched with an exotic blend of 13 secret spices. The rich black color takes its hue from the mysterious ink with which, as legend has it, The Kraken covered its prey.



THE KRAKEN® GOLD SPICED RUM

This offering from The Kraken® offers a well balanced 70-proof Dominican gold spiced rum, aged for two years with hints of vanilla and cinnamon.

Create Desire

The Legend Continues

The Kraken's deep and watery keep is said to be filled with the one and only thing it loves more than darkness - gold. Oh, and rum. Obviously. From this keep has arisen The Kraken® Gold Spiced Rum. Rich beyond words and, perhaps, the only bit of lightness The Beast loves with as much passion as its storied black ink.

The Beast's Treasure

A smoother, richer, more approachable liquid than others in the category, The Kraken® Gold Spiced Rum provides consumers with a premium proposition to the Gold Spiced Rum category to spice up their cocktails with.

An Unusual, Striking Bottle

The Kraken's® proprietary bottle is a replica of a Victorian rum bottle and features two rings—allowing for easy portability – and calls to mind the eyes of the giant squid.

Delight the Senses

Color: Golden brown

Aroma: Sweet caramel, oak and banana bread

Flavor: Molasses and dark spice fading to caramelized sugar

Finish: Slightly astringent with toasted oak and Tahitian vanilla

The Perfect Serve

Kraken's Rum Punch:

- 1 ½ oz. The Kraken® Gold Spiced Rum
- ½ oz. Fresh-squeezed orange juice
- 2 oz. Fresh pineapple juice

Combine all ingredients in a rocks glass and top with crushed ice. Gently stir and top with more crushed ice. Garnish with two long orange peels, a pineapple spear and a flame-torched cinnamon stick.



Tell a Story with a Bottle Pitch

1. A Mysterious Story

The Kraken's deep and watery keep is said to be filled with the only thing it loves more than darkness - gold. Oh, and rum. Obviously. Rich beyond words and perhaps the only bit of lightness the beast loves with as much passion as its storied black ink.

2. The Bottle Rings

The beast comes to life in the packaging, as evidenced by the bottle rings, which evoke the Kraken's eyes.



3. The Victorian Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two handles, which allow for easy portability. Release the Kraken.

4. The Gold Spiced Rum

The Kraken® Gold Spiced Rum is a 70-Proof Dominican gold spiced rum aged for two years; rich beyond words with flavor notes of molasses and dark spice fading into caramelized sugar, which finishes with hints of toasted oak and Tahitian vanilla.



Mass Displays:

- Build floor displays with maximum visibility

Standards:

- ½ 750mL, ½ 1.75L
- Large Display: 60% Black, 40% Gold
- Medium Display: 50% Black, 50% Gold
- Small Display: 50% Black, 50% Gold

| Product | A accounts 30+ cases | B accounts 15+ cases | C accounts 10+ cases |
|---------------------------------------|-------------------------|-------------------------|-------------------------|
| The Kraken® Black Spiced Rum 94 Proof | 60% | 50% | 50% |
| The Kraken® Gold Spiced Rum | 40% | 50% | 50% |

A Accounts



B Accounts



C Accounts



The Kraken® Black Spiced Rum-94 Proof



AVAILABLE IN

50 mL 375 mL 750 mL 1 L 1.75 L

The Kraken® Gold Spiced Rum-70 Proof



AVAILABLE IN

50 mL 750 mL 1 L 1.75 L

KEY SELLING POINTS

- With a portfolio of dark and gold rum, the Kraken® is the US market's #1 premium rum brand; it has a 21% share of premium rum by volume²
- The Kraken® Original 94 Proof is the category leader in dark rum at all price segments¹
- Kraken® 94 Black Spiced Rum is an award-winning liquid, with a Double Platinum Ascot Award in 2024³
- Kraken® Gold Spiced Rum is an award-winning liquid, with a Platinum/96 pt rating at the recent Las Vegas Global Spirit Awards³

1. Drink categories consumed in the On-Premise – Total US vs 2YA | 2. Nielsen – XAOC + Liquor Open State + Conv/L52 Wks Thru October 4, 2025

3. 2024 Competition Entry Results conducted by third party AVID



Matusalem[®]
RUM





GRAN RESERVA 15 YEAR

Matusalem® is the first rum – and one of the very few today – to use Solera blending and aging, a process that yields distinctive flavor and unsurpassed smoothness.

Create Desire

The Golden Age of Cocktails

Matusalem® Rum became Cuba’s national rum during the Golden Age, which abruptly ended with the coming of the Castro revolution. To this day, the name continues to be recognized around the world as a symbol of quality and excellence.

Solera Blending Process

A carefully-guarded secret formula that has been passed down through generations, Matusalem® is the first rum – and one of the very few today – to use the Solera blending and aging process.

An Exquisite Flavor

This Solera rum is the perfect choice for those who seek exceptional quality and exquisite flavor. Complex, but with velvety smoothness and a marked bouquet and flavor. Gran Reserva is ideal for drinking neat or on the rocks.

Delight the Senses

Color: Dark, rich, golden color with brilliant red and amber tones

Aroma: Sweet vanilla, molasses, caramel and plums resulting in a mellow, rich and subtle rum

Flavor: Delicate, velvety smooth with hints of vanilla, molasses and caramel

Finish: Dry, toasty flavors take center stage before slowly ebbing away in a long satisfying finish

The Perfect Serve

The Gran Rocks:

- 1 ½ oz. Matusalem® Gran Reserva
- 3-4 Ice cubes

Serve Matusalem® Gran Reserva in a short and wide glass with ice. Optional, garnish with lime or lemon wedge.



Tell a Story with a Bottle Pitch

1. The Golden Age of Cocktails

Two brothers, Benjamin and Edward Camp, and their third partner, Evaristo Alvarez, embarked on an adventure to create the highest-quality, smoothest rum. Thus, Matusalem® Rum was born, becoming Cuba’s national rum during the Golden Age (mid-1930s-early 1950s). This era abruptly ended with the coming of the Castro revolution. To this day, the name continues to be recognized globally as a symbol of quality.

2. The Solera Blending Process

The Solera method of blending and aging is used by very few brands. It is based on techniques used for sherry, brandy and cognac and utilizes a unique combination of aged rums, whose average age is reflected in the Solera number.

3. A Highly-Awarded Rum

The recipient of several accolades, Matusalem® Gran Reserva offers a rum of superior quality, distinctive flavor and unsurpassed smoothness.



4. An Exquisite Flavor

This Solera rum is complex, but with a velvety smoothness and a marked bouquet and flavor. Gran Reserva is ideal for drinking neat or on the rocks.

5. The “Golondrina”

When Matusalem® was founded, flocks of Barn Swallows nested in the barrel-aging warehouses. The Barn Swallow, or in Spanish, “Golondrina,” was a smooth-flying bird common to the area of Santiago de Cuba. Throughout the day it seemed Golondrinas were everywhere, flying in and out of the aging warehouses.

6. “It’s Older Than Methuselah”

The three founders believed the key to crafting the finest tasting rum was an old aging process. “Matusalem” derives from Methuselah, the Old Testament patriarch who lived for 969 years. It is also an Old Spanish proverb, “Esto es mas viejo que Mathusalem” (It’s older than Methuselah).

Matusalem® Rum



15 Year
750 mL

AVAILABLE IN

18 Year
750 mL

23 Year
750 mL

KEY SELLING POINTS

- Matusalem® is made with the highest quality ingredients, a unique blend of triple-distilled and hand-crafted spirits to create a rum of exceptionally clean taste, delicate balance and subtle flavor
- Matusalem® Rum was the first rum to utilize the Solera blending process over 140 years ago



COCK RUSSELL  AND COMPANY

BOODLES®

EST. **BRITISH** 1845

GIN

LONDON DRY

IMPORTED

Boodles® is proper British gin, a classic London Dry known for its balanced flavor and iconic bottle that pays tribute to a long British heritage.

Create Desire

Proper British Heritage

Developed by distillers with over a century of gin expertise and crafted in the UK, Boodles® is a classic London Dry gin.

The Softest Gin

Boodles® is the softest of the London Dry gins, made with labor and patience for those who seek an approachable, adaptable and clever flavor. Boodles® has softer juniper notes compared to other London Dry gins, making it a strong entry point for consumers who are sensitive or adverse to juniper forward mass-market gins.

Versatile

No citrus ingredients means a proper serve— with citrus added via cocktail recipe or garnish. Bottled at 90.4 proof, Boodles® has a sweet spot that holds up in any cocktail. The brand flavor always carries through.

Delight the Senses

Color: Clear

Aroma: Fresh citrus, juniper

Flavor: Well-balanced herbal and spice flavors with notes of rosemary, nutmeg and sage

Finish: Warm and clean

The Perfect Serve

Proper Boodles® and tonic:

- 1 oz. Boodles® Gin
- 3 oz. Tonic water
- Sliver of citrus

In a tall glass, pour 1 oz. Boodles® Gin with 3 oz. tonic water and garnish with a sliver of citrus.



Tell a Story with a Bottle Pitch



1. Iconic Packaging

The iconic wartime “Keep Calm” posters serve as inspiration for our packaging and give Boodles® its unmistakably British and unquestionably proper presence.

2. Made with Labor & Patience

The Boodles® seal, featured on our cap, speaks to the care we put into making a superior quality gin.



3. Memorable Name

Boodles® is delightful to say, easy to recall and full of history.

4. Balanced Flavor, Unique Ingredients

Boodles® is meticulously-crafted with a unique blend of nine botanicals. It is the only gin with no citrus and is made with nutmeg, sage and rosemary, which add subtle herbal notes to this well-balanced London Dry.

Boodles® Gin



750 mL

AVAILABLE IN

1 L

1.75 L

KEY SELLING POINTS

- Proper British gin developed by expert gin distillers and crafted in the UK
- Unique blend of botanicals—like nutmeg, sage and rosemary—to yield a well-balanced London Dry profile
- Boodles® Gin contains no citrus ingredients, providing a unique flavor profile within the gin category





OFF-PREMISE STANDARDS

Critical Brand Drivers

Communicating with the public is behind Proximo's greatest successes. Each brand has its own way of finding and speaking to present and future consumers. Our goal is to excite and engage. So, we provide targeted support for everything that we put on the shelf.

Effectively managing these drivers will maximize Proximo's off-premise presence across all sub-channels.

Displays:

- 5 brands on display (with timely POS—pole toppers, case cards, MIR's, etc.)

Shelf:

- All core brands set to standard (shelf merchandised with shelf talkers if account allows)

Cold Box:

- Placement in cold box
- Ready-To items

Visibility:

- Dominate all key areas to drive visibility with timely and meaningful POS



TEQUILA: SHELF SPACE & PLACEMENT STANDARDS



| Brand | Jose Cuervo® Especial | Devil's Reserve® | Cuervo® Tradicional | 1800® Tequila | Gran Centenario® | Dobel® | Gran Coramine® | Reserva de la Familia® | JAJA® |
|-----------------|--|-------------------------------|---|---|---|---|---|--|--|
| Shelf Placement | Prominent brand block from lower to chest level Largest share of shelf set together Group 750ml and 1.75L together At least 3 facings for every core SKU Never Floor level Order: Silver > Gold | At least 2 facings | Prominent brand block from chest to eye level At least 1 facing for every core SKU Never Floor level Order: Blanco > Reposado > Añejo > Cristalino | Prominent brand block at eye level At least 2 facings in high-velocity SKUs: Blanco, Reposado, Cristalino, Coconut and Añejo pending local velocity Order: Blanco > Coconut > Reposado > Añejo > Cristalino | Brand block at eye level 25% Plata, 50% Reposado, 25% Añejo Order: Plata > Reposado > Añejo | Top luxury shelf or Eye level in luxury shelf COBE 4 always available Order: Blanco > Reposado > Añejo > Cristalino | Top luxury shelf or Eye level in luxury shelf Order: Reposado > Cristalino > Añejo | Top luxury shelf or Eye level in luxury shelf All SKUs available Order: Blanco > Reposado > Extra Añejo > Cristalino | Brand block at eye level Order: Blanco > Reposado |
| Adjacency | Next to Jimador | Next to Jose Cuervo® Especial | Next to Capadores | Next to Espoquin | Between Espoquin and Teremana | Between Don Julio and Patron | Next to Casamigos | Next to Clase Azul | Next to Herradura, Teremana |

MEZCAL: SHELF SPACE & PLACEMENT STANDARDS



| Brand | 400 Conejos® | Creyente® |
|---|--------------------|--|
| Shelf Placement Leading the mezcal shelf Min Two facings Two Espadín More than 2 facings Min 2 facings Espadín To the right of Espadín + Reposado + Añejo High-Index Mezcal Accounts Per above then + Cuisite + Tobalá | | Min 1 Facing Espadín High-Index Mezcal Accounts Expand to + Cuisite + Tobalá + Azul Cristalino |
| Adjacency | Next to Del Magüey | Next to Ojo de Tigre |

PREPARED COCKTAILS: SHELF SPACE



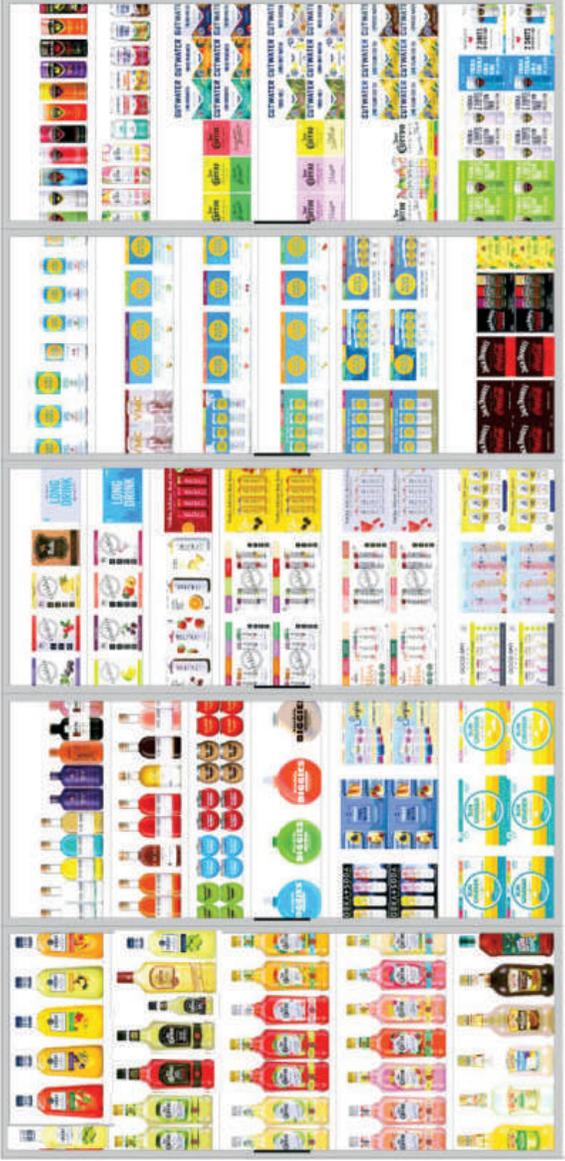
| Brand | Jose Cuervo® 5.9% Cans | Jose Cuervo® Double Strength | Jose Cuervo® RTS | 1800® The Ultimate Margarita |
|-----------------|---|---|---|---|
| Shelf Placement | <p>Min 1 Facing Lime + Min 1 Variety Pack + Incremental (1 Paoma, 2 Strawberry Margarita, 3 Pink Lemonade) Incremental variety pack facings unlocked with side profile ranging Eye level #1 RTD velocity</p> | <p>Min 1 Facing DS Lime + Min 1 Facing DS Strawberry + Incremental 375mL DS Lime High-velocity eye level flanked by RTS Lime</p> | <p>Min 2 Facings Lime + Min 1 Core (Strawberry Lime & Mango) + Min 1 Light Lime Brand blocked with double strength at eye level Below OTR & above Chi Chi's</p> | <p>Min 1 Facing Lime + Min 1 Core (Pineapple Peach, Strawberry, Mango) + Light Lime Adjacent to right of Golden</p> |

PREPARED COCKTAILS: SHELF SPACE



| Brand | Jose Cuervo® 5.9% Cans | Jose Cuervo® Double Strength | Jose Cuervo® RTS | 1800® The Ultimate Margarita |
|-----------------|--|---|---|---|
| Shelf Placement | <p>Min 1 Facing Lime + Min 1 Variety Pack + Incremental 11 Paloma, 2 Strawberry Margarita, 3 Pink Lemonade</p> <p>Incremental variety pack facings unlocked with side profile ranging</p> <p>Eye level #1 RTD velocity</p> | <p>Min 1 Facing DS Lime + Min 1 Facing DS Strawberry + Incremental 3/5ml DS Lime</p> <p>High-velocity eye level flanked by RTS Lime</p> | <p>Min 2 Facings Lime + Min Core Strawberry Lime & Mango + Min Light Lime</p> <p>Brand blocked with double strength at eye level</p> <p>Below OTR & above Chi Chi's</p> | <p>Min 1 Facing Lime + Min 1 Core 1 Pineapple, Peach, Strawberry, Mango + Light Lime</p> <p>Adjacent to right of Golden</p> |

PREPARED COCKTAILS: SHELF SPACE



| Brand | Jose Cuervo® 5.9% Cans | Jose Cuervo® Double Strength | Jose Cuervo® RTs | 1800° The Ultimate Margarita |
|-----------------|--|---|--|---|
| Shelf Placement | Min 1 Facing Lime + Min 1 Variety Pack + Incremental 1/1 Paoma, 2 Strawberry Margarita, 3 Pink Lemonade Incremental variety pack facings unlocked with side profile ranging Eye level #1 RTD velocity | Min 1 Facing DSL Lime + Min 1 Facing DS Strawberry + Incremental 3/5 DS Lime High-velocity eye level flanked by RTS Lime | Min 2 Facing Lime + Min 1 Core (Strawberry) Lime & Mango + Min 1 Light Lime Brand blocked with double strength at eye level Below OTR & above Chi Chi's | Min 1 Facing Lime + Min 1 Core (Pineapple, Peach, Strawberry, Mango) + Light Lime Adjacent to right of Golden |

PREPARED COCKTAILS: SHELF SPACE



| Brand | Jose Cuervo® 5.9% Cans | Jose Cuervo® Double Strength | Jose Cuervo® RTS | 1800® The Ultimate Margarita |
|-----------------|--|---|--|--|
| Shelf Placement | <ul style="list-style-type: none"> Min 1 Facing Lime + Min 1 Variety Pack + Incremental 11 Paloma, 2 Strawberry Margarita, 3 Pink Lemonade Incremental variety pack facings unlocked with side profile ranging Eye level #1 RTD velocity | <ul style="list-style-type: none"> Min 1 Facing DS Lime + Min 1 Facing DS Strawberry + Incremental 3/5ml DS Lime High-velocity eye level flanked by RTS Lime | <ul style="list-style-type: none"> Min 2 Facings Lime + Min 1 Core Strawberry Lime & Mango + Min 1 Light Lime Brand blocked with double strength at eye level Below OTR & above Chi Chi's | <ul style="list-style-type: none"> Min 1 Facing Lime + Min 1 Core 1 Pineapple, Peach, Strawberry, Mango + Light Lime Adjacent to right of Golden |

IRISH WHISKEY: SHELF SPACE & PLACEMENT STANDARDS



| Brand | Bushmills® | Proper No. Twelve® |
|-----------------|---|---|
| Shelf Placement | <p>Blends: Eye Level leading with Original</p> <p>Malts: Top Shelf leading with 10YO</p> <p>Vertical Brand Block with Single Malts above Blends</p> | <p>Reach or Eye Level</p> <p>Brand Block leading with Original with P12 Black Reserve Above</p> <p>P12 Black Reserve adjacent to Jameson Black Barrel with minimum of 2 facings</p> |
| Adjacency | Next to Jameson | Next to Jameson |

AMERICAN WHISKEY: SHELF SPACE & PLACEMENT STANDARDS



| Brand | TINCUP® | Great Jones® |
|-----------------|---|--|
| Shelf Placement | <p>Eye level or above</p> <p>Brand Block leading with Bourbon</p> <p>Fourtiner on Top Shelf</p> | <p>Eye level or above</p> <p>Brand Block leading with Bourbon</p> <p>In accounts with a local section, place adjacent to Widow Jane (if unavailable, Hudson Whiskey)</p> |
| Adjacency | Next to Bullleit | Next to Michlers (if unavailable, next to Woodford Reserve) |

AMERICAN SINGLE MALT: SHELF SPACE & PLACEMENT STANDARDS



| | |
|-----------------|---|
| Brand | Stranahan's® American Single Malt Whiskey |
| Shelf Placement | <p>Eye Level or above</p> <p>Lead the American Single Malt set</p> <p>Brand Block leading with Blue Peak</p> <p>In accounts that do not have a designated ASM set, place Stranahan's in American Whiskey adjacent to Woodford Reserve</p> |
| Adjacency | Next to High West |

VODKA: SHELF SPACE & PLACEMENT STANDARDS



| | |
|-----------------|---|
| Brand | Three Olives® Vodka |
| Shelf Placement | Reach level or above Vertical/Brand Block/Unflavored placed above flavored |
| Adjacency | Next to Smirnoff |

RUM: SHELF SPACE & PLACEMENT STANDARDS



| | |
|-----------------|---|
| Brand | The Kraken® Spiced Rum |
| Shelf Placement | Eye Level Brand Block leading with Kraken Gold |
| Adjacency | Next to Captain Morgan |

GIN: SHELF SPACE & PLACEMENT STANDARDS



| | |
|-----------------|-------------------|
| Brand | Boodles® Gin |
| Shelf Placement | Eye Level |
| Adjacency | Next to Beefeater |



ON-PREMISE STANDARDS

Critical Brand Drivers

Brand Portfolio Management:

- Portfolio management is key to deliver the right value for the right customer. That's why at Proximo Spirits, we create a clear portfolio management based on:
 - Well: key brand to be listed
 - Cocktail List: focus cocktails per sub-channel
 - Distribution: focus brands per sub-channel

Menu Guidelines:

- On-Premise accounts understand the importance of menu entries since it increases restaurant sales, simplifies the ordering process and makes the serving process easier and more efficient. Proximo standards are:
 - Brand Management within the menu
 - Must be featured on cocktail list
 - Brand position within the menu
 - Brand image (logos, bottle shots)
 - Bottle service guidelines

Merchandising Guidelines:

- POS Management
- Rules and restrictions
- Subchannel Prioritization
 - Placement Strategy
 - Brand Lineup
 - Placement against competitors

Bartenders Education:

- For the bar staff to be enthusiastic, they must be knowledgeable about Proximo brands

Consumer Activations:

- Delivering brand experiences at the on-premise venues is relevant to elevate top-of-mind and future purchase at other channels

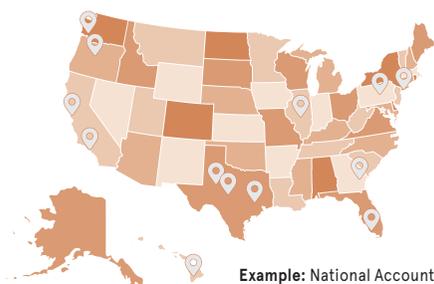


DEFINING ACCOUNT TYPES & TERMS

Definition of Account Type

National Account

- Must have locations in ≥ 4 states and ≥ 20 locations and 1 Central Buyer
- National Accounts are managed through the Proximo On-Premise National Account team along with its agencies
- All Stadium / Chain / Airline / etc. Concessionaires are called on by the National Account team
- ANY National Account called on by this team will communicate and manage business through Piñata, Tablaeu and VIP Communication Tools



Strategic Account

- An account group who owns/represents multiple locations across multiple major cities. Strategic Accounts are important for a brand's visibility and consumer base.
- A designated team within Proximo is designated as the primary leaders when calling on the corporate offices of such accounts

Regional Account

- Multi-Unit Chain within a market or a limited number of markets. All Regional Chains should be presented to any On-Premise Director for further discussion
- Many regional chains can be served by National Accounts if they are in expansion stages



Definition of Terms

POD: Point of Distribution

- A POD in an On-Premise account that has a printed Spirits list of any kind **MUST** be in print to be considered a POD
 - Proximo Printing Standards must be adhered to with as much detail as appropriate to the account
 - Any Cristalino tequila must have a Cristalino designation of some kind in print
- A POD in an On-Premise account that **DOES NOT** have a printed Spirits list, **is** considered a POD

Cocktail Listing

- Menu success is a minimum of 20% share for Proximo Spirit Brands
 - **Printed Feature:** Cocktails with Proximo brands **MUST** be listed in print on menu
 - **LTO:** Cocktail feature that is a Limited Time Offering for a specific period of time
 - **Disruptive Cocktail:** Printed Boxed feature. When possible, should be accompanied with a disruptive presentation to the consumer
 - Cocktail or drink/food pairing in print

Bottle Service List

- Nightlife printing specifications will vary per account but should follow Printing Standards where possible
- Objective to have as many Proximo products in print as possible (multiple listings per brand)
- Objective to have Bottle Service Parade packages in print

On-Premise Merchandising

- Check List of all pertinent On-Premise Merchandising Standards, Printing, Digital Catalogs
- On-Premise merchandising will assist in Point of Sale use, including Off-Premise POS that can be used for On-Premise activities, adapted to the appropriate tools for best use in this channel (e.g. sweepstakes, or digital content that can be leveraged on a coaster, menu or table tent).



On-Premise Merchandising Standards

- All items on back bar to be adjacent to the competitors in the set, to the right of the competitor; central position on back bar is primary focus unless unnatural to flow
- Ensure block set is present on the back bar and products are in correct order **AND IN PRINT!** (e.g Reserva de la Familia Platino, Reposado, Extra Anejo, Cristalino)
- Point of Sale, where applicable, should be visible in each section of an On-Premise account. Bar, Menu, Host Stand, Server Wearables, Outdoor Umbrella, Chalk Board indoor/outdoor, etc. are all various examples of visibility
- Printing Standards should always be met with the appropriate standard to the account type and the competitive set
- Menus must always have Proximo cocktails listed in print and Proximo to always have largest % of menu share in the Tequila Category
- Proximo Spirits Brands should always have their own Point of Sale and not shared with alternate suppliers
 - Exceptions for Bottle Service Packages and multi-brand cocktail features
- Utilization of all Proximo Spirits partnerships is encouraged for all On-Premise activity; Sports, Fashion, Celebrity Content, Art, Music, etc. are all available per brand standards. Include IP rights where applicable.
- Product Logos and Bottle / Hero Shots should always be up-to-date; connecting to Salsify will provide all tools needed
- All On-Premise merchandising questions should be directed to **mcarbone@proximospirits.com** for further clarification or approvals needed

MENU PRINTING STANDARDIZATION

| Brands | Menu Description | Short Form (Where Applicable) |
|--------------------------------|---|---|
| Jose Cuervo Especial® | Jose Cuervo Especial® Gold | |
| | Jose Cuervo Especial® Silver | |
| Cuervo Tradicional | Cuervo Tradicional® Blanco | |
| | Cuervo Tradicional® Reposado | |
| | Cuervo Tradicional® Añejo | |
| | Cuervo Tradicional® Cristalino | |
| Cuervo Devil's Reserve™ | Cuervo Devil's Reserve™ | |
| Reserva de la Familia® Tequila | Reserva de la Familia® Organic Platino | |
| | Reserva de la Familia® Organic Reposado | |
| | Reserva de la Familia® Cristalino Orgánico | |
| | Reserva de la Familia® Extra Añejo | |
| | Reserva de la Familia® 250 Aniversario | |
| 1800® Tequila | 1800® Blanco | |
| | 1800® Reposado | |
| | 1800® Coconut | |
| | 1800® Cristalino | |
| | 1800® Añejo | |
| | 1800® GuachiMontón® | |
| | 1800® Milenio | |
| Dobel® Tequila | Dobel® Tequila Blanco | Dobel® Blanco |
| | Dobel® Tequila Reposado | Dobel® Reposado |
| | Dobel® Tequila Añejo | Dobel® Añejo |
| | Dobel® Tequila Diamante Cristalino | Dobel® Diamante Cristalino |
| | Dobel® Tequila Pavito | Dobel® Pavito |
| | Dobel® 50 Cristalino Organic Extra Añejo Tequila | Dobel® 50 Cristalino Organic Extra Añejo |
| | Dobel® 50 Anniversary Series 19XX Extra Añejo Tequila | Dobel® 50 Anniversary Series 19XX Extra Añejo |

| Brands | Menu Description | Short Form (Where Applicable) |
|-------------------------------|--|----------------------------------|
| Dobel® Tequila (Continued) | Dobel® 50 Silver Oak Extra Añejo Tequila | Dobel® 50 Silver Oak Extra Añejo |
| | Dobel® Atelier Tequila Extra Añejo | Dobel® Atelier Extra Añejo |
| Gran Centenario® | Gran Centenario® Añejo | Centenario® Añejo |
| | Gran Centenario® Reposado | Centenario® Reposado |
| | Gran Centenario® Plata | Centenario® Plata |
| | Gran Centenario® Leyenda | Centenario® Leyenda |
| | Gran Centenario® Gallardo | Centenario® Gallardo |
| | Gran Centenario® Cristalino | Centenario® Cristalino |
| Gran Coramino® | Gran Coramino® Cristalino | |
| | Gran Coramino® Reposado | |
| | Gran Coramino® Añejo | |
| JAJA® Tequila | JAJA® Tequila Blanco | |
| | JAJA® Tequila Reposado | |
| | JAJA® Tequila Añejo | |
| 400 Conejos® Mezcal | 400 Conejos® Joven | |
| | 400 Conejos® Tobalá | |
| | 400 Conejos® Cuishe | |
| | 400 Conejos® Reposado | |
| | 400 Conejos® Añejo | |
| Creyente® Mezcal | Creyente® Mezcal Espadín | |
| | Creyente® Mezcal Cuishe | |
| | Creyente® Mezcal Tobalá | |
| | Creyente® Mezcal Azul Cristalino | |

MENU PRINTING STANDARDIZATION

| Brands | Menu Description | Short Form (Where Applicable) |
|------------------------------------|--|------------------------------------|
| Bushmills® | Bushmills® Original Irish Whiskey | Bushmills® Original |
| | Bushmills® Black Bush Irish Whiskey | Bushmills® Black Bush |
| | Bushmills® 10 Year Old Single Malt Irish Whiskey | Bushmills® 10 Year Old Single Malt |
| | Bushmills® 12 Year Old Single Malt Irish Whiskey | Bushmills® 12 Year Old Single Malt |
| | Bushmills® 16 Year Old Single Malt Irish Whiskey | Bushmills® 16 Year Old Single Malt |
| | Bushmills® 21 Year Old Single Malt Irish Whiskey | Bushmills® 21 Year Old Single Malt |
| | Bushmills® 25 Year Old Single Malt Irish Whiskey | Bushmills® 25 Year Old Single Malt |
| | Bushmills® 30 Year Old Single Malt Irish Whiskey | Bushmills® 30 Year Old Single Malt |
| Proper No. Twelve® Irish Whiskey | Proper No. Twelve® Irish Whiskey | Proper No. Twelve® |
| | Proper No. Twelve® Irish Apple | |
| | Proper No. Twelve® Black Reserve | |
| Pendleton® Whisky | Pendleton® Whisky | |
| | Pendleton® Whisky Midnight | |
| | Pendleton® 1910 Bourbon | |
| | Pendleton® 1910 Rye | |
| | Pendleton® Directors' Reserve | |
| Stranahan's® American Single Malts | Stranahan's® Blue Peak American Single Malt | Stranahan's® Blue Peak |
| | Stranahan's® Original American Single Malt | Stranahan's® Original |
| | Stranahan's® Sherry Cask American Single Malt | Stranahan's® Sherry Cask |
| | Stranahan's® Diamond Peak American Single Malt | Stranahan's® Diamond Peak |
| | Stranahan's® Mountain Angel 10 Year American Single Malt | |
| | Stranahan's® Mountain Angel 12 Year American Single Malt | |
| TINCUP® Whiskey | TINCUP® Bourbon | |
| | TINCUP® 6 Year American Whiskey | TINCUP® 6 Year |
| | TINCUP® Rye Whiskey | TINCUP® Rye |
| | TINCUP® 10 Year Bourbon | |
| | TINCUP® Fourteener | |

| Brands | Menu Description | Short Form (Where Applicable) |
|----------------------|---------------------------------------|-------------------------------|
| Great Jones® | Great Jones® Straight Bourbon Whiskey | Great Jones® Straight Bourbon |
| | Great Jones® Rye Whiskey | Great Jones® Rye |
| | Great Jones® Wheated Bourbon Whiskey | Great Jones® Wheated Bourbon |
| Black Dirt® | Black Dirt® Bourbon | |
| | Black Dirt® AppleJack | |
| | Black Dirt® Rye | |
| | Black Dirt® Single Barrel Bourbon | |
| The Kraken® | The Kraken® Black Spiced Rum | |
| | The Kraken® Gold Spiced Rum | |
| Three Olives® Vodka | Three Olives® Vodka | Three Olives® |
| | Three Olives® Cherry Vodka | Three Olives® Cherry |
| | Three Olives® Grape Vodka | Three Olives® Grape |
| | Three Olives® Espresso Vodka | Three Olives® Espresso |
| | Three Olives® Loopy Vodka | Three Olives® Loopy |
| | Three Olives® Vanilla Vodka | Three Olives® Vanilla |
| | Three Olives® Orange Vodka | Three Olives® Orange |
| | Three Olives® Berry Vodka | Three Olives® Berry |
| | Three Olives® Citrus Vodka | Three Olives® Citrus |
| | Three Olives® Raspberry Vodka | Three Olives® Raspberry |
| | Three Olives® Blueberry Vodka | Three Olives® Blueberry |
| | Three Olives® Mango Vodka | Three Olives® Mango |
| | Three Olives® Rosé Vodka | Three Olives® Rosé |
| Hangar 1® Vodka | Hangar 1® Vodka | |
| | Hangar 1® Buddha's Hand Citron Vodka | |
| Boodles® British Gin | Boodles® British Gin | |

CRISTALINO STRATEGY

Proximo Cristalino



Cuervo Tradicional® Cristalino

A Reposado matured in American White Oak and blended with a delicate amount of Tradicional® Añejo and Reserva de la Familia® Extra Añejo for added complexity.

DEHY Fruit Pairing



Dehydrated orange slices

Account Concepts Across All Cristalino Brands

Menu Concepts

- Cristalino section in print
- Cristalino definition printed on menu with Diamond logo or Cristalino designation
- ◆ "Cristalino is the brightest taste in tequila. Aged and complex, yet crystal clear."



Reserva de la Familia® Cristalino

From the family that created the Cristalino tequila segment comes the premier Luxury Cristalino tequila offering in the category. More than 230 years of tequila-making expertise culminated in this one-of-its-kind Cristalino – the first widely available Organic Cristalino on the market.



Dehydrated pear slices

Service Concepts

- Cocktail Kingdom bar kit
- Flight tray for Cristalino tequilas (multiple SKU)
- Cristalino Cart, similar to guacamole/caviar cart
- Diamond ice mold
- Tasting mats
- Disruptive moment with dried ice or white glove presentation services



Dobel® Diamante® Cristalino

A blend of Reposado, Añejo and Extra Añejo tequila is rested in toasted, new white oak from the Balkan region of Eastern Europe. Special filtration follows.



Dehydrated grapefruit slices

Drink Concepts

- Clarified cocktails
- DEHY garnishes that pair with Tequila notes
- Guilt-Free Espresso Martini: 125 cal. vs. traditional Espresso Martini avg. 375 cal
 - Owen's Espresso: 25 cal/srv
 - Starbucks Espresso: 70 cal/srv
 - Lavazza Espresso: 60 cal/srv



Gran Coramino® Cristalino

Rested in Eastern European oak barrels, finished in Cabernet wine casks from Napa Valley, then slow-filtered to remove heavy wood notes and for a crystal-clear Cristalino.



Dehydrated lavender

Nightlife

- Bottle service in print
- Cristalino parade packages
- Cristalino bottle service kit
- Cristalino ice bath buckets
- Bottle service presenter
- Cristalino marquee signs
- Champagne partnerships:
 - Bottle service packages boxed
- Staff educational experience



1800® Cristalino

Aged in French oak and American oak barrels, married together, then rested in port wine casks. Finally, it is meticulously filtered to crystal clarity.



Dehydrated dragonfruit slices



Gran Centenario® Cristalino

Expertly crafted blend of our finest Añejo and Extra Añejo tequilas, carefully finished in Calvados casks and filtered through a meticulous process that includes Mexican silver. The result is an ultra-smooth and crystal-clear tequila of unparalleled quality and taste.



Dehydrated apple slices



Dobel® 50 Cristalino Organic Extra Añejo

Aged in American and Eastern European oak barrels for a minimum of 3 years. The final filtration process eliminates color, resulting in a perfectly clear, organic, rule-defying Extra Añejo Cristalino tequila.



Dehydrated pineapple slices



SUB-CHANNEL SEGMENTATION: COCKTAILS

Mexican
Restaurants

Irish Pub / Bar

Golf Clubs
& Carts

Sports Bars

Casual Bar /
Dining

Well / High Volume Drinks

Cuervo Tradicional® Blanco de la Casa should be utilized
as an entry into all viable accounts for well and cocktails in print

Most Popular Cocktails (Highest Number of Menu Placements)



#1: Margarita
(Regular, Frozen, Skinny, Spicy)



#1: Irish Coffee /
Irish Espresso Martini



#1: Margarita
(Regular, Frozen, Skinny, Spicy)



#1: Margarita
(Regular, Frozen, Skinny, Spicy)



#1: Margarita
(Regular, Frozen, Skinny, Spicy)



#2: Paloma



#2: Margarita



#2: Transfusion



#2: Bloody Maria



#2: Old Fashioned



#3: Tequila Sunrise



#3: Old Fashioned



#3: Manhattan



#3: Paloma



#3: Paloma



#4: Cantarita



#4: Irish Mule



#4: Paloma



#4: Mule



#4: Manhattan



#5: Ranch Water



#5: Manhattan



#5: Irish Coffee: Cold



#5: Manhattan



#5: Bloody Maria



#6: Old Fashioned



#6: Martini



#6: Bloody Maria



#6: Ranch Water



#6: Mule

Trending Cocktails (Highest Growth %)



#1: Espresso Martini



#1: Hot Toddy



#1: Ranch Water



#1: Whiskey Smash



#1: Espresso Martini



#2: Mexican Mule



#2: Whiskey Smash



#2: Whiskey Mule



#2: Whiskey Sour



#2: Ranch Water

Cocktail Bars /
Lounge

Fine Dining

Culinary Craft
Dining

Nightclubs

Hotels & Resorts

Well / High Volume Drinks

Cuervo Tradicional® Blanco de la Casa should be utilized
as an entry into all viable accounts for well and cocktails in print

Most Popular Cocktails (Highest Number of Menu Placements)



#1: Margarita
(Regular, Skinny, Spicy)



#1: Margarita
(Regular, Spicy)



#1: Margarita
(Regular, Spicy)



#1: Margarita
(Regular, Skinny, Spicy)



#2: Old Fashioned



#2: Martini



#2: Manhattan



#2: Espresso Martini



#3: Manhattan



#3: Manhattan



#3: Old Fashioned



#3: Paloma



#4: Paloma



#4: Paloma



#4: Martini



#4: Ranch Water



#5: Martini



#5: Old Fashioned



#5: Paloma



#5: Martini



#6: Espresso Martini



#6: Irish Coffee



#6: Espresso Martini



#6: Mule

Trending Cocktails (Highest Growth %)



#1: Paper Plane



#1: Espresso Martini



#1: Irish Coffee



#1: Shot Cocktail



#2: Whiskey Smash



#2: Boulevardier



#2: Whiskey Smash



#2: Consumer Package

All Cocktail
opportunities,
please refer to prior
Subchannels:

Ready to Drink

Pool

Mini Bar

Sundries

Banquet

SUB-CHANNEL SEGMENTATION: DISTRIBUTION

Mexican
Restaurants

Irish Pub / Bar

Golf Clubs
& Country Clubs

Sports Bars

Casual Bar /
Dining

Well / High Volume Drinks

Cuervo Tradicional® Blanco de la Casa should be utilized
as an entry into all viable accounts for well and cocktails in print

Brand Distribution Priority



Jose Cuervo®



Bushmills®



Dobel®



1800® Tequila



1800® Tequila



Reserva de la
Familia®



Bushmills®



Bushmills®
Single Malt



Gran Centenario®



Gran Centenario®



Gran Centenario®



Bushmills®
Single Malt



Reserva de la
Familia®



Proper No. Twelve®



Gran Coramino®



Dobel®



Proper No. Twelve®



Three Olives®



Pendleton®



Pendleton®



1800® Tequila



1800® Tequila



TINCUP® Bourbon



Devil's Reserve™



400 Conejos®



400 Conejos®



Devil's Reserve™



Gifting Events



Three Olives®



Proper No. Twelve®



Gran Coramino®



Gran Centenario®



Catering



The Kraken® Rum



Three Olives®



Creyente®



Three Olives®



Catering



Gran Coramino®



TINCUP® Bourbon

Cocktail Bars /
Lounge

Fine Dining

Culinary Craft
Dining

Nightclubs

Hotels & Resorts

Well / High Volume Drinks

Cuervo Tradicional® Blanco de la Casa should be utilized
as an entry into all viable accounts for well and cocktails in print

Brand Distribution Priority



Reserva de la
Familia®



Cristalino



Dobel®



Gran Centenario®



Pendleton®



400 Conejos®



Stranahan's®



Bushmills®
Single Malt



Reserva de la
Familia®



Dobel®



Stranahan's®



1800® Tequila



Cristalino



Pendleton®



Bushmills®
Single Malt



400 Conejos®



Reserva de la
Familia®



Dobel®



1800® Tequila



Gran Centenario®



400 Conejos®



Stranahan's®



Bushmills®
Single Malt



Regional or Highly
Allocated Item



1800® Tequila



400 Conejos®



Cristalino



Gran Coramino®



Reserva de la
Familia®



Proper No. Twelve®



Devil's Reserve™



Three Olives®

All Cocktail
opportunities,
please refer to prior
Subchannels:

Ready to Drink

Pool

Mini Bar

Sundries

Banquet

SUB-CHANNEL SEGMENTATION

Best Practices and Table Notes

- 2026 Goal will be based on % of penetration in overall on premise base of Platinum and Gold accounts
- Proximo's Gold Standard for all accounts - 2 volumetric SKU's (12 9L cases per SKU annually) and 5 PODS
- If the account has a Spirits list for items in Distribution, Proximo Brands should always be printed
- If a product that is listed as a "Cocktail List" has an opportunity for distribution and not a cocktail, please ensure distribution
- All Cristalino products should have a designation in print
 - Example: Dobel® 50 Cristalino Organic Extra Añejo
- Cuervo Tradicional® Blanco de la Casa should always be presented as the well tequilas
- Nightclub "Cocktail List" does not have to be a cocktail if there is not a cocktail list and only bottle service list
- 400 Conejos® is widespread across the sub-channels to ensure focused broad distribution
- Pendleton® and TINCUP® Whiskeys should be presented as the base whiskey for any well/cocktail
 - They are different profiles with different brand stories
- Boxes with a Brand Family and (#) refer to the number of placements targeted
- Reserva de la Familia® should never be printed with "Jose Cuervo" in it's brand name





PROXIMO



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