



MILAGRO TEQUILA SELECT BARREL RESERVE



BEAUTIFUL NEW ETCHED MILAGRO SELECT BARREL BOTTLES COMING SEPT 2020

We believe superior quality is the result of less, not more.

Milagro Select is proof of this philosophy: an ultra-premium tequila devoted to the essential elements of tequila, and confidently letting them shine.

We hand-select only the highest-quality mature agave plants and mindfully source the finest wood for our barrels, creating a product worth savoring. It's a reminder that the best things in life are sometimes the simple things, and they're worth seeking out.

TASTING NOTES

MILAGRO SELECT BARREL RESERVE SILVER

- COLOR: Brilliant with platinum hues
- AROMA: Rich agave, vanilla, grapefruit & mint
- TASTE: Vanilla, black pepper & mint with a dry finish

MILAGRO SELECT BARREL RESERVE REPOSADO

- COLOR: Brilliant golden straw with platinum hues
- AROMA: Rich agave, light cinnamon, caramel & light oak tones
- TASTE: Vanilla, caramel, all spice & oak with a balanced dry finish

MILAGRO SELECT BARREL RESERVE AÑEJO

- COLOR: Deep golden amber with golden hues
- AROMA: Rich agave, stone fruit, tobacco leaf & unsweetened chocolate
- TASTE: Butterscotch, chocolate, vanilla & intense oak tones with a spicy, dry finish

AWARDS AND ACCOLADES



2020 SAN FRANCISCO WORLD SPIRITS COMPETITION

Milagro Select Barrel Reserve Silver was awarded a Gold medal





PRODUCT FEATURES

SELECT BARREL RESERVE SILVER

Unlike most silver tequilas, it is mellowed for an average of 45 days in both American and French oak barrels, resulting in a fine sipping tequila that is perfectly balanced and full-bodied.

SELECT BARREL RESERVE REPOSADO

Rested in both American and French oak barrels for 4-6 months, yielding a smooth, complex spirit that is a perfect balance of agave and oak.

SELECT BARREL RESERVE AÑEJO

Aged in both American and French oak barrels for 18-24 months, this Añejo is an intriguing mix of sweetness and oak that is smooth and full-bodied, yielding a smooth, complex spirit that is a perfect balance of agave and oak.



KEY SELLING POINTS

- Tequila is on fire in US!
 - IWSR estimates total tequila to be 19.5M 9L cases growing at +6% in 2019, making it the fastest growing spirits categories of scale (>10M 9L cases) in the US
 - Milagro core range is the 4th largest premium tequila in the US
 - Milagro Select competes in the super-premium segment, estimated at 3.7M cases in 2019, forecast to grow at +7% CAGR 2019-2023
- Liquid is award-winning. Milagro Select Barrel Silver just won a Gold medal at the 2020 San Francisco World Spirits competition
- Relaunch packaging was significantly preferred by consumers over original and interim Select Barrel Reserve packaging
 - According to consumers, new packaging evokes strong associations related to quality, premium and modern driven by its textured agave graphic
 - Other benefits include:
 - Pop of color increases stand-out on shelf and provides a better halo to core range
 - Glass has been upgraded into standard flint glass, eliminating breakage issues from old and interim bottles
- New pricing strategy enables Milagro Select Barrel Reserve to be more competitive in super-premium segment

TARGET CONSUMER

- 25-45 year old premium tequila drinkers who appreciate honest quality over the superficial; who are conscious about what they consume and therefore seek out the best.

CATEGORY INSIGHTS

Super/ultra-premium tequila is mostly consumed as shots and in margaritas/other cocktails.

- Margaritas are still the #1 cocktail in the US
- Neat/on the rocks consumption is growing but still limited

SERVE STRATEGY

SILVER:

- High-end margaritas and margarita variations
- Neat or over ice with a sprig of mint

REPOSADO:

- High-end palomas and other highball cocktails
- Neat or over ice with an orange peel

AÑEJO:

- Old-Fashioned with mole and chocolate bitters
- Neat or over ice with shaved Mexican chocolate

MERCHANDISING STRATEGY

VARIANT FOCUS

- Silver and Reposado
 - Silver = highest volume driver
 - Reposado = highest growth driver

SHELF PLACEMENT

- Top shelf to the right of Patron (source of business)
- Secondarily, if Milagro core is on top shelf (due to bottle height), then build out brand block with Milagro Select to the right of Milagro core

PRODUCT SPECIFICATIONS Only Milagro Reposado Select Barrel will have a UPC change. The rest will stay the same.

| PRODUCT DESCRIPTOR | SCC | UPC | NABCA | PALLET PATTERN | | | WEIGHT (lbs) PER CASE | OUTSIDE CASE DIMENSIONS (IN) | | | |
|---|-----------------|-----------------|--------------|------------------|----------------|--------------|-----------------------|------------------------------|--------|-------|--|
| | | | | CASES PER PALLET | CASES PER TIER | NO. OF TIERS | | LENGTH | HEIGHT | WIDTH | |
| MILAGRO SELECT BARREL RESERVE SILVER | | | | | | | | | | | |
| 6/750mls | 20083664 869644 | 0 8 3664 869640 | 498-88120-75 | 72 | 18 | 4 | 23.1 | 12.0 | 11.9 | 7.8 | |
| MILAGRO SELECT BARREL RESERVE REPOSADO | | | | | | | | | | | |
| 6/750mls | 20083664 868999 | 0 83664 87448 4 | 499-89590-75 | 72 | 18 | 4 | 23.1 | 12 | 11.9 | 7.8 | |
| MILAGRO SELECT BARREL RESERVE AÑEJO | | | | | | | | | | | |
| 6/750mls | 20083664 869002 | 0 8 3664 869008 | 499-89593-75 | 72 | 18 | 4 | 23.1 | 12 | 11.9 | 7.8 | |