

A HOUSE BUILT ON REAL™

Our tequila sodas are made with real tequila that's distilled in Jalisco, Mexico. Crafted with sparkling water, natural fruit flavors, and agave nectar. Only 100 calories per can, and 5% alcohol.

**The perfect way to share something real with friends
—light, refreshing, delicious.**

Consumers are waking up to the fact that most hard seltzers are made with mystery malt liquor. While tequila is the fastest growing category in spirits, we're still being presented with fake "tequila drinks" in a can-like margaritas and ranch waters—that don't have any actual tequila in them. Even worse they are being promoted as agave drinks, which makes an intentionally misleading connection to tequila when they are actually referencing agave syrup.



THE RIGHT CATEGORY

Spirit-based RTDs: Fastest growing segment. Dollar share + 55%. Hard Seltzers -10%.

(NIELSEN IQ SCAN OFF PREMISE CHANNELS; YTD 07/02/22 VS. YEAR AGO)

THE RIGHT SPIRIT

Tequila-based RTDs saw the highest dollar sale growth at 138%.

(NIELSEN IQ, 52 WEEKS ENDING 10/2/21)

THE RIGHT ABV

RTDs with 5% ABV are now the largest dollar share of spirit-based RTDs.

(NIELSEN IQ, SCAN OFF PREMISE CHANNELS; YTD 07/02/22 VS. YEAR AGO)

THE RIGHT PACK SIZE

4pk and 8pk are the fastest growing pack sizes in RTDs at 28.2% and 69.9% respectively.

(NIELSEN IQ SCAN OFF PREMISE CHANNELS; YTD 06/18/22 VS. YEAR AGO)

Let's celebrate the importance of sharing something real by focusing on

REAL
TEQUILA

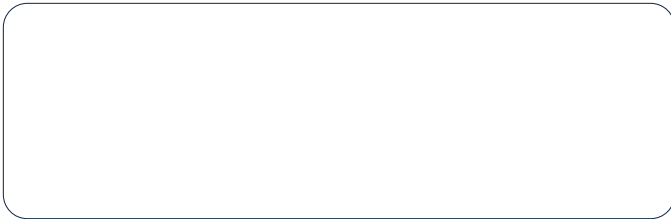
AMAZING
TASTE

100
CALORIES

8 Can Variety Pack



4 Can Single Flavor Packs



Paint the aisles in Casa Azul blue.



Slim Case Display



Iceman Barrel Cooler



Shelf Wobblers

OTHER POS ALSO AVAILABLE:

Shelf Strip, Window Cling, Case Card, Cooler Glide, and Suction Cup Merchandiser