



LAUNCHING IN
SEPTEMBER

DISCOVER NEW MILAGRO CRISTALINO AÑEJO

Milagro Cristalino Añejo is a 100% blue agave Tequila aged in both American and French oak barrels for 18-24 months, artfully blended and filtered through charcoal to obtain a crystal-clear liquid with pronounced depth. The result is an ultra-premium tequila that delivers a balanced blend of caramel and vanilla sweetness, while still retaining Milagro's signature bright agave taste.



COLOR

CRYSTAL CLEAR,
WITH PLATINUM HUES

AROMA

VANILLA, STONE FRUIT,
COOKED AGAVE

TASTE

CRÈME BRÛLÉE, VANILLA,
WITH SMOOTH SILKY FINISH

REDEFINING EXCELLENCE WITHIN THE CRISTALINO CATEGORY

AGAVE INTEGRITY

Crafted with 100% Blue Agave, handpicked at peak maturity in the Jalisco Highlands where the finest, sweetest agave in the world is cultivated.

Milagro Cristalino Añejo retains the true essence of the agave, without the use of sweeteners or sugar-based additives.

EXTENDED AGING

Aged for up to 24 months in American Ex Bourbon & French oak casks.

Elegant fruit flavors imparted by the French Oak adds layers of complexity and depth, rounding out the boldness of the agave and the sweetness from the Bourbon barrel.

VERSATILE MIXING

A unique liquid that has the complexity and character of an añejo, while still retaining with the crisp, bright notes of a blanco. The perfect base for any classic cocktail or sipping neat.

Approachable for non-tequila drinkers and avid tequila fans alike.

ELEGANT PRESENTATION

Presented in one of a kind crystalline design, designed to be as exceptional as the liquid inside.

A statement piece, ideal for gifting or special occasions.



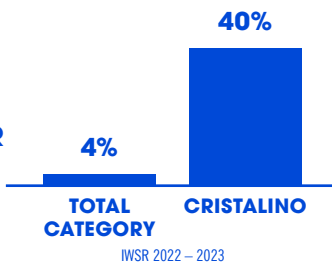
PRODUCT SPECIFICATIONS

SKU	ABV	SCC	UPC	NABCA	COLA	PALLET PATTERN			OUTSIDE CASE DIMENSIONS			
						CASES PER PALLET	CASES PER TIER	NO. OF TIERS	WEIGHT (lbs) PER CASE	LENGTH	HEIGHT	WIDTH
6/750mls	40%	10083664 849816	083664 849819	499-85229-75	24094001000452	120	30	4	19.6	9.055	13.897	6.055



CAPITALIZE ON GROWING CATEGORY & BRAND MOMENTUM

Cristalino is fueling ultra-premium growth in tequila, growing **10X FASTER** than the category.



Milagro is the fastest growing major premium tequila brand.



IWSR, Total US, 2019-2022

LAUNCH WILL BE SUPPORTED BY MULTI-MILLION DOLLAR OMNI-CHANNEL CAMPAIGN ACROSS DIGITAL & IN STORE TOUCHPOINTS

PAID MEDIA



IN STORE SUPPORT TOOLS



3-CASE RACK

CASE BIN

CASE CARD

SERVE STRATEGY

Milagro Cristalino is best enjoyed neat, on the rocks with a twist of grapefruit, or by elevating any classic cocktail with a fresh Cristalino twist.

CRISTALINO CLEAR OLD FASHIONED

- 1 ½ Parts Milagro Cristalino
- ½ Part Drambule
- ¼ Part Dry Vermouth

Stir over ice. Strain into rocks glass. Garnish with grapefruit peel.



SPARKLING CRISTALINO

- 1 Part Milagro Cristalino
- 5 Parts Champagne
- ¼ Part Cointreau

Mix all ingredients into champagne flute. Garnish with grapefruit peel.



CRISTALINO MARTINI

- 2 Parts Milagro Cristalino
- 1 Part Dry Vermouth
- Barspoon of Cointreau

Stir over ice. Strain into martini glass. Garnish with grapefruit peel.



DRINK MILAGRO RESPONSIBLY.

Milagro Tequila, 40% Alc./Vol. (80 Proof) ©2024 William Grant & Sons, Inc., New York, NY 10010