

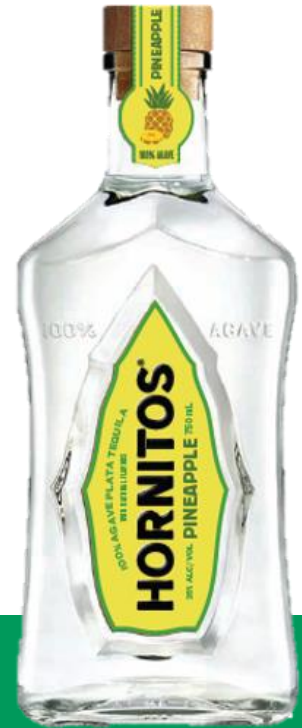
HORNITOS® PINEAPPLE

100% AGAVE BLANCO TEQUILA INFUSED WITH NATURAL FLAVORS

Born to shake up margaritas AND traditions, Hornitos® is proud to refresh the cocktail game once again – this time with great-tasting, flavor-infused spirits.

Introducing Hornitos® Pineapple – a fresh and exciting way to elevate your next marg, bringing a splash of creativity and a whole lot of great taste to your glass.

Layered with natural flavors, like pineapple, agave, and citrus, Hornitos® Pineapple is a sweet, bright, and medium-bodied tropical tasting spirit that uncaps countless possibilities for 100% agave cocktails.



THE OPPORTUNITY

- Tequila is the 3rd largest and 2nd fastest-growing spirits category in the US, exceeding \$3 billion, growth fueled by premium brands¹
- Tequila shoppers are a highly-engaged segment that drives overall basket sales; they buy frequently (60% purchase at least once a month) and spend more per trip than total spirits shoppers⁴
- Flavored Tequila has been growing +11.7% with a 4YR CAGR and is outpacing Total Tequila growth in L52 as consumers seek exciting & creative ways to drink the spirit¹
- 2/3 of Flavored Tequila growth is coming from new shoppers. Flavored is recruiting new shoppers into the Tequila category²
- Pineapple juice is the go-to tequila mixer with 44% of tequila drinkers saying it is their mixer of choice. Pineapple is a flavor that tequila drinkers naturally associate with the spirit⁶
- On-premise, Pineapple is the #3 flavored Margarita. Pineapple Margaritas have a 15% menu penetration and have grown +20% in the last 4 years⁵

DRINK RESPONSIBLY.

Hornitos® Pineapple, Tequila with Natural Flavor, 35% alc./vol. ©2025 Sauza Tequila Import Company, Chicago, IL

Sources: 1. NielsenIQ, 2. Nielsen Panel, 3. Off Prem P2P IPSOS 2022, 4. Tequila A&U 2022, 5. Datassentials, 6. Reach3 & BSI 2022

TASTING NOTES

Color: Crystal clear

Aroma: Caramelized pineapple with green tequila and agave

Taste: Warm caramelized and brown sugar pineapple paired with green tequila and sweetness

Finish: Perfect balance of sweet and smooth

PRODUCT DETAILS

Description	100% Agave Blanco Tequila
Proof	70
Suggested Price	\$23.99
Size	750mL
Style	Fresh pressed agave with balanced flavor
UPC/SCC	080686009511 / 10080686009518

DRINK STRATEGY



HORNITOS® PINEAPPLE MARGARITA

- 2 Parts Hornitos® Pineapple Blanco Tequila
- 1 Part Fresh Lime Juice
- ½ Part Agave Syrup

Directions: Combine all ingredients in a shaker with ice. Shake and strain into rocks glass over ice.

Garnishes: Lime wheel and half rim of salt.

IMPACTFUL DISPLAY

PoS Displays are 60% more effective than displays without PoS

Execute Marg Mode and Evergreen PoS along with Flavors to capture shoppers' attention & drive sales uplift



SHELF GUIDELINES

OFF: Hornitos® family at reach or eye level, adjacent to 1800 or Cazadores

Brand Flow: Pineapple, Lime, Cucumber Habanero, Blanco, Reposado, Añejo, Black Barrel, Cristalino



ONP: Visible on back bar next to Hornitos® family or alongside other flavored Tequilas