

# HORNITOS®

## CUCUMBER HABANERO

100% AGAVE PLATA 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 tequilas.

Introducing Hornitos® Cucumber Habanero – 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 hot pepper and cool, balanced cucumber, Hornitos® Cucumber Habanero is a spicy, yet refreshing, convention-breaking tequila that uncaps countless possibilities for 100% agave cocktails.



## THE OPPORTUNITY

- Tequila is the 3rd largest and 2nd fastest growing category in the US spirits market exceeding \$3 billion, growth fueled by premium brands
- Tequila shoppers are highly engaged, buying frequently (60% purchase at least once a month) and spending more per trip than total spirits shoppers, making them a valuable segment to drive overall basket sales
- Flavored Tequila (+8.5%) outpaced Total Tequila (+5.2%) in the L52Wks ending 6/15/24 (\$ Sales), with Premium+ Tequila growing +5.7%. Flavored Tequila has been on the rise for years, seeing a 4Y CAGR of 11.7%
- Flavored Tequila is recruiting new shoppers into the Tequila category
- *Sweet Heat* is a Top 2024 Flavor Trend and a taste profile that has already proven successful in Tequila, Hornitos Cucumber Habanero fits perfectly into the growing flavored tequila space
- Margaritas continue to be the number one cocktail in the US with a 59% menu penetration, trends show there is a margarita flavor for every season; Hornitos Cucumber Habanero will lend itself to the flavor variety consumers seek over the year

DRINK RESPONSIBLY.

Hornitos® Cucumber Habanero, Tequila with Natural Flavor, 35% alc./vol. ©2024 Sauza Tequila Import Company, Chicago, IL

Sources: NielsenIQ, Off Prem P2P IPSOS 2022, Tequila A&U 2022, Datassentials

## TASTING NOTES

**COLOR:** Crystal clear

**AROMA:** Fresh cooling cucumber, peppery and green tequila

**TASTE:** Refreshing juicy cucumber up front, progresses to well-blended green tequila and habanero pepper with bold spicy heat, moderate sweetness

**FINISH:** Spiciness builds from taste to taste with some sweetness

## PRODUCT DETAILS

Description	100% Agave Plata Tequila
Proof	70
Suggested Price	\$22.99
Size	750mL
Style	Fresh pressed agave for balanced flavor
UPC/SCC	080686008699 / 10080686008696

## DRINK STRATEGY



### HORNITOS® CUCUMBER HABANERO MARGARITA

- 2 Parts Hornitos® Cucumber Habanero Plata 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

**Position:** Hornitos® family at eye level to the left of 1800® Tequila

**Brand Flow:** Cucumber Habanero Plata, Plata, Reposado, Añejo, Black Barrel, Cristalino

