



MEZCAL VERDE AMARÁS

- Inclusive mezcal brand with a no labels essence that lets you be whoever you want to be. Verde Amarás is perfect for mixology and for having fun. Ideal for consumers new to the mezcal world.

VERDE AMARÁS



Role:	Recruit new, young consumers into Mezcal
Usage:	The best Mezcal for the best cocktail at the best price
Differentiator:	Bold smoky profile achieved through 3 different cooking woods. Ever-changing labels (6 per year)
Region:	Tlaxolula, Oaxaca
Agave:	Espadín
Drink Strategy:	Mezcalita, Paloma
Maestro Mezcalero:	Diana Orozco
Awards:	1 Gold Medal & 1 Commendation in The Amorim Sustainability Award
Pricepoint:	\$31.99
Tasting notes:	Nose: White flowers, herbal notes and cooked agave Palate: Smokiness, cooked agave and spices Finish: Caramel, smoke and cooked agave
Key Marketing Activities:	New labels every 6 months that support emerging artists from different art pathways. Product seeding through PR Agency (Autumn)/ Brand Ambassador Support / Bar takeovers / Happy hours
ABV:	42%
Shelf guidelines:	On Trade: Execute backbar with full family (6 bottles) to enhance visibility. Off Trade: Execute full portfolio in a single shelf / Brand Flow by price: left-to-right: Verde > Amarás > Logia / If portfolio split, execute next to legal, Del Maguery Vida, El Silencio
Case configuration:	6 Bottles per case
UPC/SCC:	Bottle: 819749020008 / Shipper: 819749020008