

+0.8pts

Dollar Share Growth
Tequila is the Largest
On-Premise Spirits
Category

+32%

Volume Growth,
Outpacing the
Tequila Category

#1

Contributor to
Tequila Volume
Growth is the
Premium Price
Tier

A DRINK FOR ANYONE WITH THE GOOD SENSE TO ANSWER WHEN REBELLION CALLS.

- 100% agave tequila crafted in Jalisco, Mexico using the finest blue Weber agave and traditional crafting practices
- Inspired by the pursuit of adventure and designed for those who live every moment to the fullest on their own terms

100% Agave

Continues to Fuel Tequila Category
Growth (+5% vs. Last Year)



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SIZES AVAILABLE & PRICING:

50ml: \$1.49

375ml: \$8.99

750ml: \$19.99

Blanco 1L: \$24.99

F&*K BLAND TEQUILA