



OFF-PREMISE

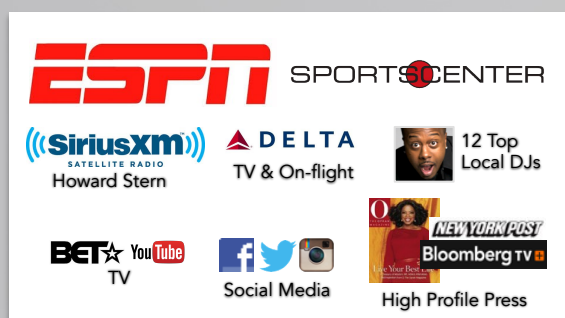


VOTED WORLD'S BEST TASTING TEQUILA

The fastest growing ultra-premium tequila

KEY AVIÓN BRAND FACTS

- Voted World's Best Tasting Tequila¹
- Fastest growing ultra-premium tequila²
- 640k fans on Facebook and growing³
- #1 most Googled ultra-premium tequila⁴
- Over \$15 million in massive media support:



KEY PRODUCT FACTS

Tequila Avión's unparalleled quality and flavor is the result of four key factors:

- 1. AVIÓN AGAVE**
Estate grown at 7,000 feet above sea level which creates a richer and naturally sweeter tequila.
- 2. SLOW ROASTING**
Avión agave is slow roasted in brick ovens for three days to bring out the natural flavors.
- 3. METICULOUS DISTILLATION**
Avión removes significant 'heads' and 'tails' during the distillation process. It takes up to 30% more agave to make one bottle of Avión versus other ultra-premium tequila.
- 4. PROPRIETARY FILTRATION**
Avión's proprietary ultra-slow filtration system creates a delicious smooth profile so it's great neat or in cocktails.

PRODUCT INFORMATION

PROOF: 40% Alc./Vol. (80 Proof)

AGING: Unaged

TASTING NOTES: Intense agave aroma with herbal tinges of mint and rosemary, delicate hues of flowers and black pepper, hints of grapefruit and pineapple. Crisp and clean, well balanced and exceptionally smooth.

PRUSA RETAIL CONTROLLABLE STANDARDS: OFF-PREMISE

PRIORITIES RANKING: (1) DISTRIBUTION (2) PRICING (3) SHELF LOCATION (4) ADJACENCIES (5) FACINGS

DISTRIBUTION: Silver, Reposado, Añejo and Espresso (750ml/375ml), Reserva 44 (750ml)

SHELF LOCATION: Eye-level

FACINGS: Equal to or exceed Patrón®

ADJACENCIES: To the left of Patrón®

SIZE: 750ml and 375ml of each variant; 50ml of Silver, Añejo and Reposado; 1.75L of Silver

DISPLAY PRIORITY: 18 pc. rack or larger in all accounts where Patrón® is displayed



750ml UPC

375ml UPC



1. Source: 2012 San Francisco World Spirits Competition
2. Source: Nielsen Data week ending 3/1/2014

3. Source: Facebook data as of 10/1/14
4. Source: Google analytics to 9/30/14