

# HORNITOS®

100% PURO AGAVE TEQUILA

## FEATURES & BENEFITS

Hornitos® Plata is a fresher tasting tequila due to the fresh pressing of the agaves and gentle extraction process

Hornitos® Plata is poised to capitalize on the Plata tequila trend, which may help increase retail profits

Hornitos® Reposado is made with reduced contact to wood, giving it a pale color and lively agave taste

Hornitos® Tequila is 100% agave tequila, offering a premium trade up opportunity for the tequila consumer



## OWNING SHOT OCCASIONS... AND MORE

Hornitos® is well-positioned to be one of the most versatile tequilas offered at any establishment. Not only is the brand requested for shots 27% of the time, which are the 2nd most popular drink occasion for Tequila, Hornitos® is also consumed in margaritas (45%) and sipped (15%)<sup>1</sup>

## PRODUCT DETAILS

Sizes	750 ml, 1 L
Proof	80
Suggested Price	\$2 below 1800® Tequila

## WHY HORNITOS® TEQUILA?

- Hornitos® is a leading power brand as the #2 best-selling Premium Tequila brand family<sup>2</sup>
- Hornitos® portfolio growing +15% in the past year, outpacing the segment by 1.5X<sup>2</sup>
- Hornitos® Plata is not only growing by over 30%, but sales are accelerating in the past year<sup>2</sup>

## FEATURES & BENEFITS

	PLATA	REPOSADO
<b>Aroma</b>	Herbs, fresh cut grass, citrus and pear	Fresh agave character; subtle notes of basil and fresh cut wood
<b>Taste</b>	Intense fresh agave, herbal, red chili pepper undertones	Vibrant agave mingled with fresh wood and light spices
<b>Finish</b>	Warm and drying with a medium body and a short but smooth finish	Medium to full bodied spirit with a pinch of chili spice in the finish; dry and acidic



