

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%)¹

PRODUCT DETAILS

Sizes 750 ml, I 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 family²

DE AGAVE

IORNITOS

NUESTRO TEQUILA

ICHO IN MEXICO

SAUZA

DE AGAVE

REPOSADO

NUESTRO TEOUILA

SAUZA

- Hornitos[®] portfolio growing +15% in the past year, outpacing the segment by 1.5X²
- Hornitos[®] Plata is not only growing by over 30%, but sales are accelerating in the past year²

FEATURES & BENEFITS

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

MillwardBrown US Tequila Tracker 2012-2014

Nielsen, TTL AOC+, \$ Sales, \$% Chg & \$/Dist, 52 wks Ending 10/10/15

OVERCOMING OBJECTIONS

Why Hornitos® Tequila?

- Every Hornitos® varietal is 100% agave tequila—offering a fresher, authentic and approachable premium tequila
- Hornitos® is unique in that the fresh-pressed agave process results in cleaner tequila taste with agave-forward notes
- Hornitos® long, storied history gives it authenticity and legitimacy, launched in 1950 in celebration of Mexican Independence Day

2016 MARKETING ACTIVITIES

In 2016, Hornitos[®] Tequila will continue supporting its entire portfolio by being on-air with National TV in Q2 and Q4 of 2016 - on both GM and Hispanic networks- targeting consumers 21-34.

- Media support will also include:
- OLV, Mobile and Programmatic video support in Q2 and Q4
- Digital advertising and banner ads
- Social Media targeting and forecasting channels to include Facebook, Twitter, and YouTube

TEOUILA



DRINK STRATEGY



I Part Hornitos® 100% Puro Agave Plata Tequila

• 0 Parts Anything else

Just pour the 100% Agave Tequila into a shot glass. And enjoy. Easy as that.

Hornitos[®] Tequila Neat



1 Part Hornitos[®] 100% Agave Tequila

• 0 Parts Anything else Just pour the tequila into a glass over rocks and neat. Then sit back and enjoy the true agave taste of 100% Agave tequila raised like a bourbon.



SUGGESTED SHELF GUIDELINES

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Hornitos[®] should be placed at Eye-Level adjacent to other Premiums brands such as 1800[®] Tequila, El Jimador[®] Tequila and Milagro[®] Tequila



Order: Plata > Reposado > Anejo > Hornitos[®] Black Barrel[®] > Lime Shot > Spiced Honey

drink 🗑 smart®

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Hornitos® Tequila, Lime Shot, Tequila with Natural Flavor, and Spiced Honey Liqueur, 35% - 40% alc./vol. ©2016 Sauza Tequila Import Company, Deerfield, IL

PRODUCT SPECS

PLATA 750 ML UPC: 080686835325 SCC: 10080686835322 REPOSADO 750 ML UPC: 080686835028 SCC: 10080686835025