

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%)¹

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 family²
- 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	Fresh agave character; subtle notes of basil and fresh cut wood
Taste	Intense fresh agave, herbal, red chili pepper undertones	Vibrant agave mingled with fresh wood and light spices
Finish	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

