

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

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



DRINK STRATEGY

Clear and Classic



- 1 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.

Hornitos	Q4 2015					Q1 2016					Q2 2016					Q3 2016 (Olympic Year)								
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept
Scenario 9 (Max RO)																								
Video GM A21.34																								
Upfront Entertainment																								
Upfront Sports																								
OLV FFBProf																								
OLV Mobile																								
OLV Programmatic																								
Video Hispanic A21.34																								
Hispanic Sports																								
Hispanic Entertainment																								
Hispanic OLV FFBProf																								

SUGGESTED SHELF GUIDELINES

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

PRODUCT SPECS

PLATA 750 ML
 UPC: 080686835325
 SCC: 10080686835322

REPOSADO 750 ML
 UPC: 080686835028
 SCC: 10080686835025

NOT JUST ANY TEQUILA

