



RECIPES

Straight Shot

- Chilled or room temp

Margarita

- TSH, Triple Sec & Lime Juice over Ice

As a Sipper

- Over ice or neat

Mixed Shots

- *Tijuana Sunrise*
 - TSH & Grenadine
- *Sweet Rita*
 - TSH & Sour Mix
- *TJ Dew*
 - TSH & Mountain Dew
- *Tijuana Sour*
 - TSH & Lemon Juice

BRAND STANDARDS

- Available in Replica Liter, 750ml and 50ml
- 750ml SRP: \$15.99 - \$16.99
- Positioned in shooter section at eye level; adjacent to Fireball.



DON'T GET SNAKE BIT. ALWAYS ENJOY RESPONSIBLY.
©Tijuana Sweet Heat: Tequila infused with 100% agave nectar.
35% ALC/VOL (70 PROOF). Bottled by Sazerac Co., Louisville, KY.

HURTS SO GOOD





TIJUANA SWEET HEAT

THIS STRIKING NEW SHOOTER COMBINES THE BEST OF THE AGAVE PLANT TO CREATE THE SMOOTHEST TEQUILA SHOT KNOWN TO MAN.

FEATURES & BENEFITS

- F** – Tijuana Sweet Heat is a premium mixto tequila infused with agave nectar.
- B** – Consumers finally have a tequila shot that tastes good.
- F** – The Tijuana Sweet Heat label dares consumers to try the liquid gold inside the bottle.
- B** – Tijuana Sweet Heat will fulfill consumers craving for new shot experiences that look tough but taste good.
- F** – Tijuana Sweet Heat is positioned as a tequila shooter.
- B** – Consumer demand for flavored shooter brands is growing 70X faster than the total spirits category*.
- F** – Tijuana Sweet Heat is perfectly priced at \$15.99 RSP.
- B** – Tijuana Sweet Heat's pricing means impressive profit per pour on-premise and low risk trial at retail.
- F** – Tijuana Sweet Heat is 70 proof.
- B** – Tijuana Sweet Heat offers just the right bite for today's premium shot thrill seekers.

* Nielsen 52 week 9/12/14

OVERCOMING OBJECTIONS

Why should I carry another tequila?

- Tijuana Sweet Heat is more than just another tequila. Crafted specifically to offer the 21-35 year old shot drinker an elevated shot occasion, combining the grit of Tijuana with the smooth of tequila infused with 100% agave nectar.
- Flavored shooter brands drive 36% greater register ring than the average spirit.*
- Tijuana Sweet Heat blends the best of the growing Shooter Category (+60%) and the Tequila Category (+3%) into one singular shot sensation.*

CHANNEL FOCUS

On-Premise Distribution & Trial

- Primary Target: Shot and Beer Accounts
 - Secondary Target: Regional Mexican Restaurants and Clubs
- Off-Premise Distribution, Display & Trial*

TASTING NOTES

Sweet pepper up front followed by tequila with a hot/sweet black pepper finish will leave your customers wanting more.



In-Store POS

HEAVY UP SUPPORT

- Brand Ambassadors
- Chill Machines
- Sampling Budget
- 50ml Introductory Pricing
- Facebook, Twitter, Instagram
- Wild Postings
- Distribution and Display Incentives
- Printed POS
- Wearables
- On-Premise SWAG

* Nielsen 13 week 9/12/14



On-Premise SWAG & Wearables