

100% AGAVE



OJO DE TIGRE

MEZCAL ARTESANAL

ARTESANAL

DRINKING GREAT MEZCAL SHOULDN'T BE INTIMIDATING.

EASY ON: the smoke

Combining espadín and tobalá agaves make this an incredibly balanced and smooth mezcal without overpowering smokiness. Note green apple and citrus up front, followed by hints of cooked agave, caramel, and smoked cocoa.

EASY ON: the land

Ojo de Tigre is produced using artisanal practices and two types of sustainable agave. Although tobalá agave is considered difficult to cultivate, we grow it from the fertilized seeds of naturally grown plants, allowing us to use this rare product sustainably.

EASY ON: the wallet

Ojo de Tigre gives the category-curious a chance to try premium artisanal mezcal at an accessible price. While tequila's SRP is \$25, mezcal averages a hefty \$40, creating an opportune hole in the market where Ojo de Tigre fits perfectly.

FULL ON: character

By making a premium mezcal that's so accessible, we break open the category for all without sacrificing quality.





TWO AGAVES ARE BETTER THAN ONE

Ojo de Tigre Artisanal Mezcal is made artisanally with two types of sustainable agave:



WELL-ESTABLISHED

AGAVE ESPADÍN, OAXACA



RARER TO CULTIVATE

AGAVE TOBALÁ, PUEBLA

ARTISANAL PROCESS and INNOVATIVE RESULTS

Our mezcal is produced in small quantities using artisanal methods:



COOKED

in an underground stone pit oven



FERMENTED NATURALLY

in wooden vats



DISTILLED TWICE

in copper stills

UNPARALLELED SUCCESS

IN MEXICO:

In only 20 months, Ojo de Tigre Artisanal Mezcal became the **#7** in volume and the **#8** in value in the large and fragmented Mexican market of over 350 mezcals.

Our 200 ml size brings in new category drinkers.

- Allows for low risk experimentation
- Averaged 20 bottles per month per store, and as high as 170

RETAIL MERCHANDISING STRATEGY

TEQUILA/MEZCAL SECTION

SRP: \$32.99

- 2-3 bottles wide
- Eye level
- Next to category leader

- 79 Index to Illegal
- 92 Index to Del Maguey Vida

ON PREMISE

COCKTAIL & HIGH VOLUME BARS:

- Fresh flavor without overpowering smokiness
- Works well in bright, citrus forward cocktails

MEXICAN BARS & RESTAURANTS:

- Smooth and flavorful
- Can be enjoyed neat, as is tradition in Mexico, by mezcal lovers and those new to the category

NATIONAL AND REGIONAL ACCOUNTS:

- The perfect spirit for accounts to innovate at scale with consistency and cost effectiveness

DRINK STRATEGY



NEAT

as traditionally consumed in Mexico



ACCOMPANIED

by a slice of orange or pineapple with worm salt



TIGER LILY

1½ oz Ojo de Tigre
1½ oz pineapple juice
2 oz ginger beer

