

MAESTRO DOBEL® TEQUILA



Consumers are trading up for premium spirits.

Premium and ultra-premium tequila segments are the fastest growing price tier¹ within the category in the U.S.

Ultra-premium tequila sales are highest in Nov-Dec².

On-premise trial leads to off-premise purchase.

1 Nielsen Total xAOC + Conv + Liquor • 2 Nielsen Total xAOC + Conv + Liquor

AVAILABLE IN

50ML • 200ML • 375ML • 750ML • 1.75L

MAESTRO DOBEL® TEQUILA

WHY DOBEL?

Maestro Dobel® is proud to present the world's first Cristalino tequila - Dobel® Diamante™ - a blend of Reposado, Añejo and Extra Añejo tequila, gently filtered to remove the color while preserving the complexity of flavors gained by aging in oak barrels.

Dobel is Mexico's fastest growing ultra-premium tequila.

DOBEL® is derived from the founder's name, Juan Domingo Beckmann Legorreta, who is the 11th generation of the 1st tequila family.

DOBEL® is one of the only single-estate tequilas, further ensuring an ultra-premium experience within each bottle, as DOBEL® is managed from the seeding and harvesting of the agave to the approval and labeling of each bottle with the signature of the Maestro Tequileros.

TASTING NOTES

SILVER

Sweet caramel, honey, maple, walnut and vanilla tones.

REPOSADO

Nutty and sweet vanilla tones. Aromatic touches of cinnamon with a slight smoky hint.

DIAMANTE

Complexity of sweet flavors - caramel and honey maple - with nutty vanilla and mild wood tones from resting in barrels.

AÑEJO

Wood, nutty and sweet vanilla with slight notes of raw and cooked agave and an almost velvety fruitiness.

HUMITO

Mesquite smoked flavor. A background essence of sweet caramel, honey, vanilla and walnut, topped off by an incredible mesquite smoke.



BARREL PROGAM

Barrel display will be customized with account name and personalized bottles will have a unique label that will distinguish the batch as one-of-a-kind.



MULTI-MARQUE DISPLAY RACK

Multi-Marque Display Unit - Holds 30 bottles (5 Cases)
Award Winning Design (Shop! 2018 OMA Awards)

BUY 10
9 LITER CASES
(20 (6) BOTTLE CASES)

SELECT FROM
OUR CUSTOM
BLENDS

RECEIVE CUSTOM & UNIQUE
BARREL DISPLAY AND BOTTLES



SAMPLING KIT
6 Samples of Diamante
4 Samples of Añejo



HOLIDAY VAP

750ML Diamante with 2 Embossed Rocks Glasses

FIELD BRAND SPECIALISTS

Maestro Dobel® ambassadors who service on and off-premise accounts through: product presentation, venue staff education, sampling and POS support.

Focus in major-metro areas with high Mex-Am population and affluent demographic.



RECOMMENDED SHELF STANDARD - TOP SHELF FEATURED

Dobel® between Don Julio & Patrón, within reach of Casamigos & Avión.

OOH MEDIA CAMPAIGN

Driving awareness and consideration by emphasizing Dobel's smooth taste across billboards in priority markets.



WALL POSTER



SHELF TALKERS



* Print materials available in English and Spanish.