



“EXPERTLY COMPLEX  
& UNIQUE”



## BRAND KILLER FACTS

1. AGED 44 MONTHS FOR RICH FLAVORS
2. MADE FROM AGAVE GROWN AT THE HIGHEST ELEVATIONS FOR A NATURALLY RICH FLAVOR
3. SMALL BATCH DISTILLED FOR A HIGH-QUALITY TEQUILA
4. KOSHER AND GLUTEN FREE

## PRODUCT INFORMATION

**PROOF:** 40% Alc./Vol. (80 Proof)

**AGING:** Aged 43 months in American Bourbon barrels. Further refined spending a 44th month in petite American oak barrels that are handmade in Jesus Maria

### TASTING NOTES:

- **Taste:** Expertly complex infusion of ripe, luscious fruits and American oak
- **Aroma:** Finely roasted agave with hints of warm vanilla and spices
- **Color:** Rich scotch

### ACCOLADES:

- Best In Class Platinum Award, 2019 Ultimate Spirits Challenge
- Chairman’s Trophy; 95 Point Rating, 2020 Ultimate Spirits Challenge
- Silver Medal, 2020 International Spirits Challenge



## RETAIL STANDARDS

### OFF-PREMISE PRIORITIES RANKING:

- (1) Pricing (2) Shelf Location
- (3) Adjacencies (4) Facings

**SHELF LOCATION:** Top Shelf for Reserva 44

**FACINGS:** Equal to Don Julio 1942®

**ADJACENCIES:** To the left of Don Julio 1942®

**RESERVA 44 SIZES:** 750ml, 1.75ml

**PRICING:** 90 Index to Don Julio 1942

	RESERVA 44: 750ML	RESERVA 44: 1.75ML
UPC/SCC	UPC: 080432108512 SCC: 10080432108519	UPC: 080432114254 SCC: 10080432114251
CASE PACK	4 x 750ml	3 x 1.75ml

Please Drink Avión Responsibly.

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