

# JAVI'S

## Ranch Water.

100% AGAVE  
TEQUILA  
SELTZER

**RANCH WATER**  
THE WAY IT OUGHT TO BE

### WHY RANCH WATER?

RANCH WATER GREW 511% IN 2021 AND IT'S JUST GETTING STARTED<sup>1</sup>

### WHY JAVI'S RANCH WATER?

JAVIS IS AT THE CENTER OF 2 MAJOR TRENDS

SPIRIT  
BASED  
SELTZERS

+183%  
YOY<sup>1</sup>

JAVI'S  
Ranch Water.

TEQUILA

FASTEST GROWING  
SPIRITS CATEGORY  
+40% IN THE  
PAST 5 YEARS<sup>2</sup>



### WHO IS JAVI?

JAVIS WAS MADE FOR MAKING FRIENDS, SO WE NAMED IT AFTER OUR FOUNDERS BEST FOUR-LEGGED BUDDY

### WHY CONSUMERS WILL LOVE JAVI'S RANCH WATER

-  REAL RANCH WATER CONTAINS REAL TEQUILA
-  100% AGAVE TEQUILA - NOT MIXTO
-  SPIRITS BASED - NOT MALT BASED
-  GREAT TASTING - LIKE RANCH WATER OUGHT TO



### TOP SKU PRIORITIES:

1. LIME 2. GRAPEFRUIT 3. WATERMELON

1. Source: IRI Total US MULO 52 Weeks ending 12/26/21

2. Source: Total NABCA, 2021 9L Volume & YOY Growth

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# TYPE OF RANCH WATER

## MIXTO TEQUILA

“MADE WITH REAL TEQUILA”

MIXTO CAN BE CLASSIFIED AS “REAL TEQUILA” EVEN THOUGH IT ONLY CONTAINS 51% AGAVE BASED TEQUILA<sup>1</sup>



## MALT BASED

“MADE WITH 100% AGAVE NECTAR”

100% OF THE ALCOHOL COMES FROM MALT<sup>1</sup>

THE PRODUCT IS SWEETENED WITH “100% AGAVE NECTAR” FOR THE SAKE OF THIS CLAIM



IF THERE AINT A CRT STAMP IT AINT TEQUILA!

# JAVI'S Ranch Water.

## AUTHENTIC TEQUILA

“MADE WITH 100% AGAVE TEQUILA”<sup>1</sup>



LOOK HERE FOR THE CRT STAMP IDENTIFIER

# RETAIL STANDARDS



## DISTRIBUTION

ALL RETAIL EXCEPT:  
NO DRUG STORE.

SKU PRIORITIZATION:

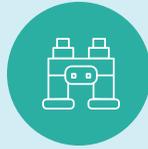
- 1) LIME
- 2) GRAPEFRUIT
- 3) WATERMELON



## SHELF

ADJACENT TO THE  
SELTZER SECTION  
AT EYE LEVEL

FLOW FROM LEFT  
TO RIGHT:  
LIME, GRAPEFRUIT,  
WATERMELON



## VISIBILITY

SMALL FORMAT ACCOUNTS: 6+  
CASE DISPLAY:  
IN HIGH VISIBILITY OUT OF AISLE  
LOCATION WITH EQUITY POS

LARGE FORMAT ACCOUNTS: 10+  
CASE DISPLAY:  
IN HIGH VISIBILITY OUT OF AISLE  
LOCATION WITH EQUITY POS

UTILIZE EQUITY POS



## COLD BOX

EYE LEVEL IN  
SELTZER  
SECTION  
ADJACENT TO  
LONE RIVER (OR  
OTHER LEADING  
RANCH WATER):

SKU PRIORITY  
1. LIME  
2. GRAPEFRUIT  
3. WATERMELON

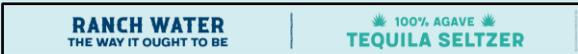


## GATEKEEPER ADVOCACY

JAVI'S RANCH  
WATER IS ONE OF  
THE ONLY  
TEQUILA SELTZER  
PRODUCTS MADE  
WITH 100% AGAVE  
TEQUILA, IT IS  
RANCH WATER  
THE WAY IT  
OUGHT TO BE

# RETAIL POS

CHANNEL STRIP:  
110040994



LARGE FORMAT CASE  
STACKER: 110045153



POSTER:  
110040939



SHELF TALKER:  
110040947



COLD BOX  
ACETATE:  
110040948



MINI MASS:  
110041000

CORRUGATE BIN:  
110040984

# PRODUCT UPCS



LIME

SCC: 20085000034891

4PK UPC: 008500043489



GRAPEFRUIT

SCC: 20085000034914

4PK UPC: 008500043491



WATERMELON

SCC: 20085000034907

4PK UPC: 008500043490

