

# TEQUILA *el mayor*



**El Mayor is growing at twice the rate of the category with an opportunity to drive more growth in Anejo and Extra Anejo SKUs.**

Brand	R12 TY	% Chg
<b>Total Category</b>	<b>2,842,870</b>	<b>8.8%</b>
El Mayor	7,942	16.5%
Exotico	10,330	148.4%
Juarez	128,487	3.9%
El Jimador	87,180	15.3%
Sauza	184,247	19.9%
Lunazul	66,864	29.5%
1800	256,346	5.2%
Hornitos*	126,235	21.9%

Type	R12 TY	% Chg
<b>Total Category</b>	<b>2,842,870</b>	<b>8.8%</b>
100% Blue Agave	1,328,902	14.5%
Blanco	862,902	16.5%
Reposado	397,655	10.4%
Anejo	67,743	14.5%
Extra Anejo	602	67.7%
Flavored	851,569	8.8%
All Other	662,399	-0.9%

Source: NABCA R12 TY 9L Volume as of May 2017

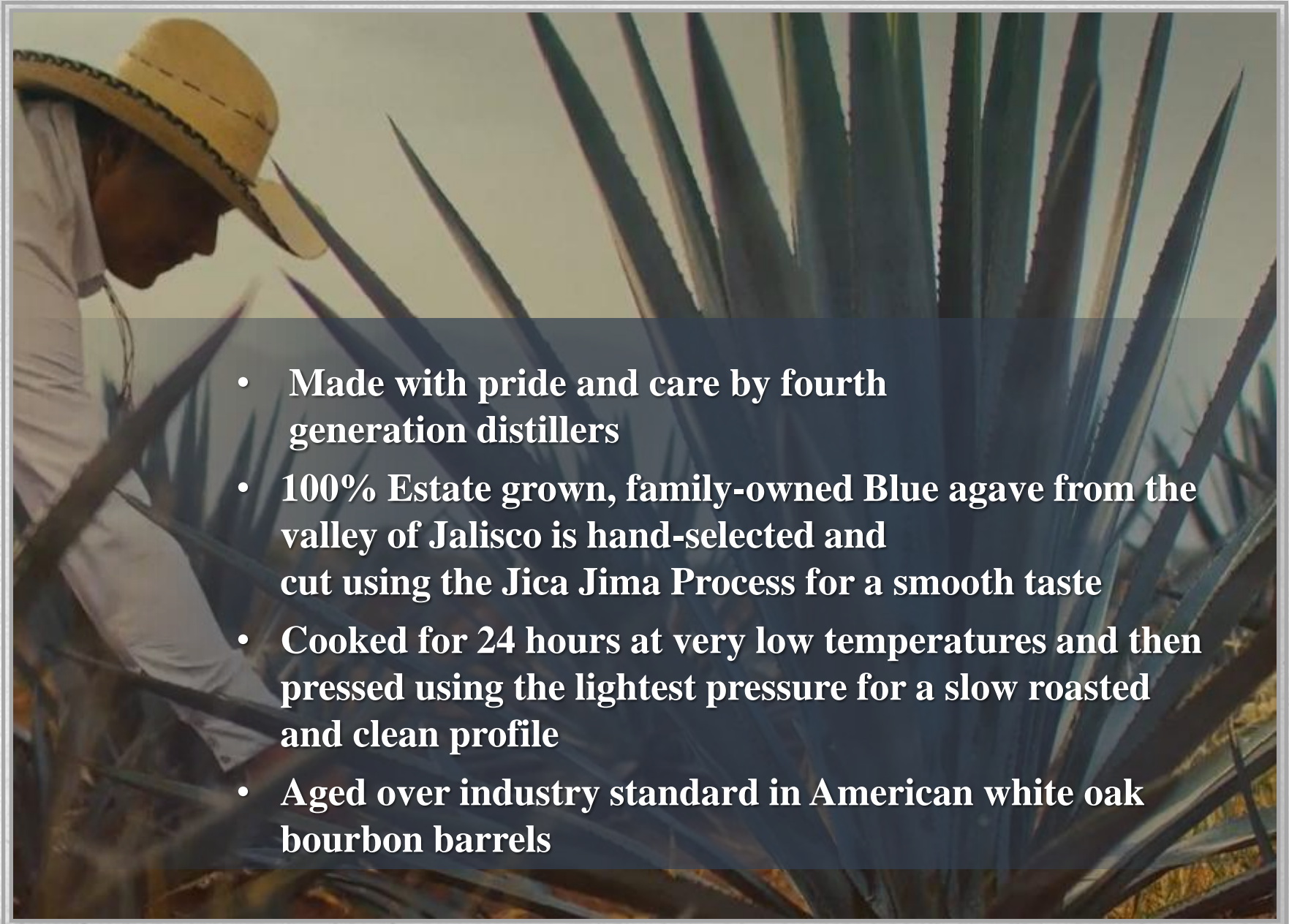
\*Hornitos included in Sauza



A man wearing a straw hat and a white shirt is shown in profile, working with large agave plants in a field. The background is a soft, hazy landscape. The overall tone is warm and rustic.

TEQUILA  
*el mayor*®

**El Mayor is a super premium Tequila.**



- **Made with pride and care by fourth generation distillers**
- **100% Estate grown, family-owned Blue agave from the valley of Jalisco is hand-selected and cut using the Jica Jima Process for a smooth taste**
- **Cooked for 24 hours at very low temperatures and then pressed using the lightest pressure for a slow roasted and clean profile**
- **Aged over industry standard in American white oak bourbon barrels**

**El Mayor will target a key segment of the category's consumers and position its brand identity accordingly.**



- Older Millennials and Gen Xers, age **31 to 45**, Co-Ed and has grown children
- **Educated professionals** who have developed a taste for better spirits, appreciate quality and craft and, understand tequila. Strives to be at the top of their profession.
- Crave diversity and new experiences, but **tend to be more brand loyal** and will spend more money for a product that is consistent with the image they want to convey.
- Enjoys alcoholic beverages that can be sipped, savored and **paired appropriately with food**. It's about the experience, enjoying the moment.

# El Mayor Brand Guidelines

Priority Product Mix	Retail Placement	Target Retail Price vs. Competitor	Goals
<b>On-Premise Back Bar Placement:</b> <ol style="list-style-type: none"> <li>1. 750mL Blanco</li> <li>2. 750mL Reposado</li> <li>3. 750mL Añejo</li> <li>4. 750mL Extra Añejo</li> </ol>		 <p><b>750mL variants should be no more than \$1 less than 1800</b></p>	Grow On-Premise POD's Maintain Placement
<b>Off-Premise:</b> <ol style="list-style-type: none"> <li>1. 750mL Blanco</li> <li>2. 750mL Reposado</li> <li>3. 750mL Añejo</li> <li>4. 750mL Extra Añejo</li> </ol>	Eye level or above, next to 1800 and Mil	<b>Other Variants Retail Range</b>  Extra Añejo: \$99.99 - \$119.99	Grow Off-Premise Volume  Secondary Display



# El Mayor is an award-winning family of tequila!



## Blanco:

- 2017 SIP Awards- Platinum; Best of Class; Consumer Choice Award
- 2017 San Francisco World Spirits Challenge- Silver
- 2017 Ultimate Spirits Challenge- 94 points; Finalist, Great Value
- 2017 Tequila Masters- Super Premium Category- Silver
- 2016 San Francisco Spirits Competition- Gold
- 2016 New York International Spirits- Silver
- 2016 Spirits Selection Mexico- Gold
- 2016 Tequila Masters - Silver

## Reposado:

- 2017 SIP Awards-Platinum; Consumer Choice Award
- 2017 San Francisco World Spirits Competition- Silver
- 2017 Ultimate Spirits Challenge- 93 points; Finalist, Great Value
- 2017 Tequila Masters- Super Premium Category- Silver
- 2016 San Francisco Spirits Competition- Bronze
- 2016 New York International Spirits- Silver
- 2016 Spirits Selection Mexico- Gold

## Añejo:

- 2017 SIP Awards- Gold; Consumer Choice Award
- 2017 San Francisco World Spirits Competition- Double Gold
- 2017 Ultimate Spirits Challenge- 86 points
- 2017 Berlin International Spirits Competition- Silver
- 2017 Tequila Masters- Super Premium Category- Gold
- 2016 San Francisco Spirits Competition- Double Gold
- 2016 Spirits Selection Mexico- Gold
- 2016 Tequila Masters - Silver

## Extra Añejo:

- 2017 SIP Awards- Platinum; Best of Class
- 2017 San Francisco World Spirits Competition- Bronze
- 2017 Berlin International Spirits Challenge- Silver
- 2017 Ultimate Spirits Challenge- 91 points
- 2017 Tequila Masters- Super Premium Category- Master



New El Mayor “Iconic”  
creative to highlight  
heritage.

Celebrate **Legacy**  
Emphasize **Quality**  
Champion **Craftsmanship**



# El Mayor 2018 Activation Plan



## El Mayor “Iconic” Program



### Tri1



Iconic Focus

### Tri2



High-End Release Focus  
(where relevant)

### Tri3









Holiday Recipe Focus

Tequila education is a focus for Luxco and will be a priority for El Mayor in 2018 with premium tasting kits and app, providing additional sensory experiences during tastings.



# El Mayor 2018 Activation Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<p>Year-Round Support</p> <p>Iconic Campaign Support—Barrel Select —Ambassador Program</p>											
											
											
				<p>High End Releases</p>				<p>Holiday</p>			
											

# El Mayor Blanco

- They say a distillery is only as good as its Blanco. And our unaged, 100% Blue Agave tequila delivers with a crisp, light body, a hint of pepper and a bevy of accolades to match.
- Tasting Notes:
  - Aging: unaged
  - Color: Clear and Bright
  - Nose: Clean, floral and spice undertone.
  - Mouth: Clean and crisp with full agave flavor, hints of floral and pepper.
  - Finish: Light wave of heat, clean and dry with a hint of pepper.



Bottle Size	Case Pack	Estimated Case Weight	Cases Per Tier	Cases Per Pallet	Case Dimensions	Proof	UPC	SCC
750 ML	6	23.5 lbs	15	75	12.71H x 9.77"W x 9.54"L	80	0-88352-12481-0	100-88352-12481-7



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# El Mayor Reposado

- 100% Blue Agave tequila aged in white oak barrels for nine months, which is seven months longer than the industry standard. Giving it an elegantly structured and balanced taste with a remarkably smooth finish.
- Tasting Notes:
  - Aging: nine months
  - Color: Subtle golden hues
  - Nose: Hints of sweet fruit flavors and understated spice.
  - Mouth: Smooth, round entry leads to a dryish, medium body with perfumed fruity agave, vanilla, spice and caramel.
  - Finish: Smooth and balanced with fruity, perfumed spice.



Bottle Size	Case Pack	Estimated Case Weight	Cases Per Tier	Cases Per Pallet	Case Dimensions	Proof	UPC	SCC
750 ML	6	23.5 lbs	15	75	12.71H x 9.77"W x 9.54"L	80	0-88352-12480-3	100-88352-12480-0



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# El Mayor Anejo

- Designed for slow, contemplative sipping, our 100% Blue Agave tequila is aged in white oak barrels for 18 to 36 months to provide a sophisticatedly smooth product.
- Tasting Notes:
  - Aging: Aged a minimum of 18 months.
  - Color: Golden
  - Nose: Caramel aroma, with sweet fruit and light oak.
  - Mouth: Smooth entry leads to soft, medium-to-full bodied palate with caramel, grilled tropical fruits and brown spices.
  - Finish: Medium body and lightly sweet agave fruit.



Bottle Size	Case Pack	Estimated Case Weight	Cases Per Tier	Cases Per Pallet	Case Dimensions	Proof	UPC	SCC
750 ML	6	23.5 lbs	15	75	12.71H x 9.77"W x 9.54"L	80	0-88352-12479-7	100-88352-12479-4



# El Mayor Extra Anejo

- The epitome of aging gracefully. This is our finest, 100% agave tequila. Meticulously aged in American white oak barrels for a minimum of three and a half years. A fitting reward for the ever-patient.
- Tasting Notes:
  - Aging: Aged a minimum of three and a half years
  - Color: Amber
  - Nose: Dried fruit, caramel, dark chocolate, smoky flavors, hazelnut and nutmeg.
  - Mouth: Full body entry leads to the perfect balance between wood, caramel, dark chocolate and hazelnut.
  - Finish: Long, complex and elegant body. Ending with the taste of cooked agave.



Bottle Size	Case Pack	Estimated Case Weight	Cases Per Tier	Cases Per Pallet	Case Dimensions	Proof	UPC	SCC
750 ML	3	15.6 lbs	20	100	10.06"H x 7.25"W x 12.125"L	80	0-88352-13081-1	100-88352-13081-8



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