

HECHO EN MEXICO
DOS ALAS.
TEQUILA

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ESTATE GROWN AGAVE from Los Altos De Jalisco

Our tequila is proudly distilled and bottled by
Destiladora El Paisano in the quiet town of Degollado, Jalisco.



Executive Summary

Dear Distributor,

We deeply appreciate you and your team taking time out to review our craft line of Tequilas. These Tequila's are presently being distributed in Chicago with growing market share, chain store success and very well received by independent on and off-premise accounts. We provide the highest level of distributor support, sales incentives, point of sale materials and market assistance.

Everything begins with the cultivation of the agave plant in Los Altos de Jalisco (highlands of Jalisco). Los Altos is considered one of the most desirable regions for tequila production due to the climate, rich soil and high elevation. It takes a minimum of eight years for an agave plant to reach maturity. After eight years of extensive care, jimadors then harvest each plant by hand using a coa de jima (a hoe with a flat, razor sharp head), carefully selecting each agave based upon its ripeness and sweetness.

Please see the following distributor prospectus, pricing, margins and marketing support for these Great Tasting, Distillery Owned Tequilas.

Thank You for Your Time!

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Category Analysis

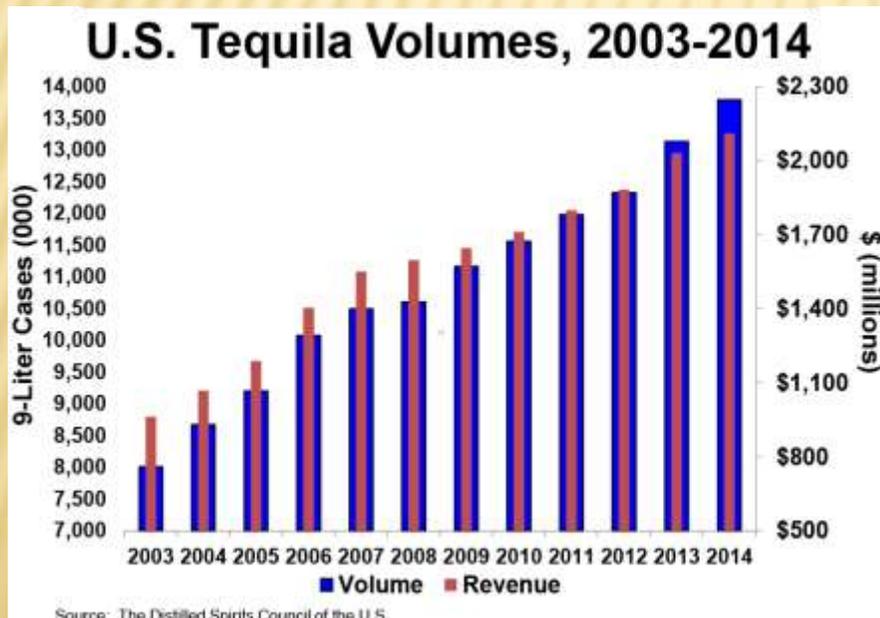
MarketWatch
THE WALL STREET JOURNAL

In the United States specifically, super-premium Tequilas have experienced a nearly 570-percent volume increase since 2001, with the segment growing to 2.4 million cases last year, according to the [Distilled Spirits Council of the United States](#). Value offerings saw an 80-percent increase from 1.6 million cases to 2.9 million cases between 2001 and 2014. Last year, value Tequilas grew in volume by 1.7 percent and generated \$225 million in revenue, while the super-premium segment advanced 15 percent and totaled \$860 million.

FORTUNE

The numbers tell it all. According to data from the Distilled Spirits Council of the U.S., between 2004 and 2014 total U.S. tequila sales grew 63%, decent if not blockbuster growth. But consider the super-premium level, where bottles start at around \$30. In 2004, Americans bought just 513,000 cases; a decade later they purchased 2.39 million, a 365% increase.

Americans are drinking more and better-quality tequila, and not only in margaritas on Cinco de Mayo. Tequila sales have been growing at an average rate of 5.6 percent a year since 2002, according to February figures from the [Distilled Spirits Council of the United States](#). In 2014 alone, 13.8 million nine-liter cases were sold.



Bottoms up: A breakdown of the spirits industry in 2015

By [Carolyn Heneghan](#) | August 12, 2015 [print](#)

Luxury tequila in particular, which includes some of the [fastest-growing brands](#) in the American high-end spirits industry, is rising in the face of other categories, according to the DISCUS report, again signifying consumers' changing preferences for the quality of spirits they buy.

There will be continued growth of the 100% agave category as consumer knowledge of the category continues to expand as well as brands creating ultra-premium products/range extensions as the high-end segments of tequila continue to grow,"

Tequila producers may consider putting out one or more higher-shelf tequila varieties to capitalize on growth in this segment.



History of Tequila

QUICK HISTORY of TEQUILA

of Tequila

1873

*Tequila is first introduced in the United States.
Tequila is officially recognized separately from Mezcal.*

1911

Tequila becomes most popular drink in Mexico due to an increase in patriotism.

1918

*Due to lack of medicine during the Spanish flu epidemic,
doctors prescribed tequila, lime, and salt as a treatment;
this starts the standard method of tequila enjoyment:
with lime and salt for your health.*

1944

Jalisco becomes the only region in the world where tequila may be produced.

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Craft Distillation



The Harvest - It takes a minimum of eight years for an agave plant to reach maturity. After eight years of extensive care, jimadors then harvest each plant by hand using a coa de jima (a hoe with a flat, razor sharp head), carefully selecting each agave based upon its ripeness and sweetness.

The farmers then use the coa to gracefully cut away the long stems until all that is left is the piña (Spanish for pineapple, this part of the plant can weigh 80 pounds or more). The piña is then halved and immediately transported to our facility.

The Cooking - After the harvest, or jima, the agaves are steamed in our state-of-the-art autoclave ovens to create a smoother, cleaner, pure agave taste. Tequila Dos Alas maintains the age-old tradition of slow-cooking the agaves. This steam method cooks the pinas perfectly, helping to maintain the strong agave taste without the worry of caramelization, which can add dark or bitter flavors.



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Craft Distillation



The Process - The fermentation process begins after the agave has been baked and shredded. Dos Alas allows the agave juices to ferment slowly for 36-40 hours, creating a high-quality raw spirit. The spirit is ready for distillation immediately upon leaving the fermentation tanks.

The first distillation removes any trace of wax or dust from the original plant, creating a liquid alcohol. When distilled a second time, the liquid alcohol then turns into tequila. Dos Alas Blanco is distilled a third time for a smoother taste.

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Tequila Blanco

Our Blanco is bottled immediately after distillation to capture the full 100% agave flavor.

COLOR

Bright, clean, good transparency with silver shades.

NOSE

Sweet aromatic notes of honey, as well as herbal notes of artichoke and olives, appearing slightly citrus flavors of grapefruit and lemon.

PALATE

Honey flavors with hints of herbal and citrus notes.

FINISH

Pleasant and moderately lingering.



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Tequila Reposado

Reposado meaning rested is aged for eight to nine months.

COLOR - Golden straw-colored hues, with good transparency, brightness and cleanliness.

AGING - Eight months

NOSE - Aromatic notes of fine woods, almonds and walnuts, spicy notes of pepper, nutmeg, with hint of vanilla and cinnamon

PALATE - Pleasant with a continuous duration, gently impacting sensitive areas, perceiving the sweetness from the agave. The flavors projecting a soft, warm and harmonious profile with connotations of quality that may be awarded as a result of diligent process and patience in the rest.

FINISH - Pleasant, rounded, and moderately lingering



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Tequila Anejo

Anejo is our vintage batch and is aged for eighteen to twenty months.

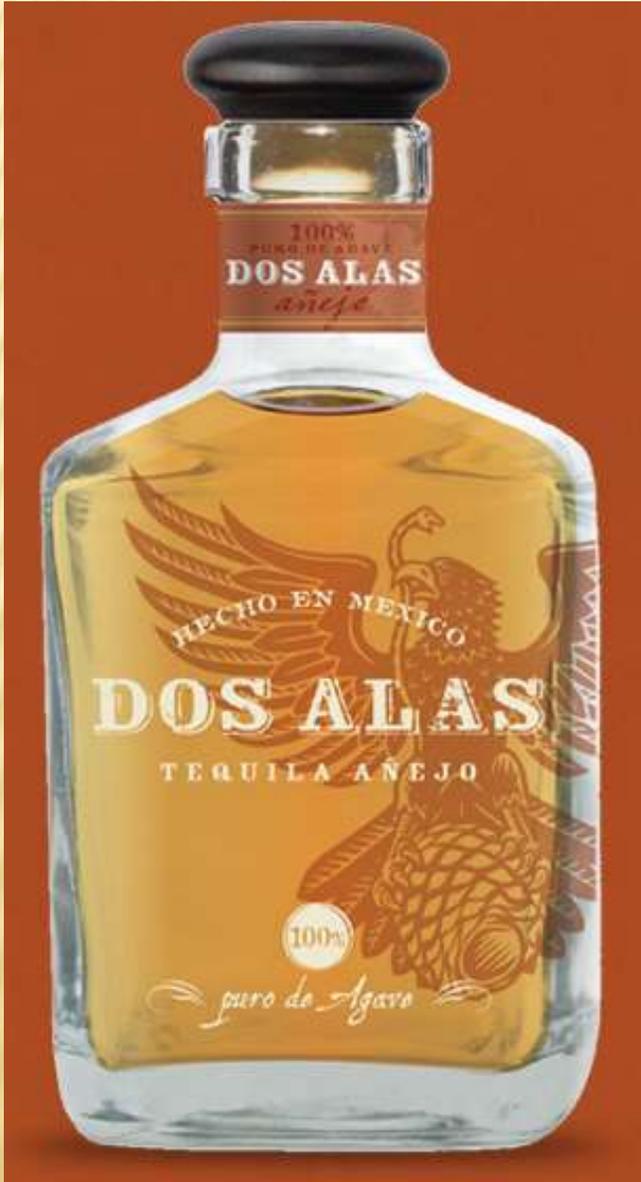
COLOR - Amber along with hints and shades of soft old gold and copper tones.

AGING - Eighteen months

NOSE - Emerge notes of vanilla and nuts, highlighting the aroma of hazelnuts and walnuts; shows aromas to dairy like butter. You can identify other flavors, such as honey, fine woods, chocolate, very faint herbal notes.

PALATE - Honey notes of cooked agave (sherry) and woody notes are intensified.

FINISH - Nice and clean with moderate duration. Aromas and flavors, producing an elegant figure of distinction with unbeatable presence that exceeds expectations.





Distributor Support



- **Exclusive Distribution Territory**
- **Excellent Product Support & Training**
- **Distributor Service Representative (DSR)**
- **Custom Designed POS Materials, Websites & Social Media**
- **Posters, Shelf Talkers, Table Tents & State Specific Sales Sheets**
- **A & P Fund – Advertising & Promotional Bank Per Case**
- **Chain Store Representation and Buyer Relations**
- **One Sample Case Per Pallet Supplied To Distributor (Co-Op)**
- **\$1.00 Bottle (Co-Op) with Distributor Sales Incentive**
- **Press Release Announcements To Industry Publications**
- **State and National Tradeshow Participation & Tastings**



Product Launch

The two day product launch includes several below activities to educate your sales force and prepare them for high percentage retail placement.

- **Sales Meeting (1st Half of Day One)**

Review of Sales Sheets

Tequila Category Trends and Analysis

Company History and Product Information

Point of Sale Materials Review and Examples

Package Placement In On & Off-Premise Accounts

Meeting with Distributor Graphics Dept. To Give Artwork Flash Drive

Announcement of Sales Incentive Co-Op Program with \$1.00 Bottle Placement

- **Chain Store or Key Account Sales Call (2nd Half Day One)**

- **Market Visit (Day Two)**

Off-Premise Manager Ride Along To Key Accounts

Lunch with Both On & Off-Premise Managers

On-Premise Manager Ride Along To Key Accounts





Drink Recipes



DOS ALAS SUNRISE

Ingredients

- 2 oz. Dos Alas Blanco
- 4 oz. Freshly Squeezed Orange Juice
- Grenadine Syrup

Pour Dos Alas Blanco and orange juice into a glass and stir. Pour grenadine down the side of the glass and enjoy!



PALOMA

Ingredients

- 2 oz. Dos Alas Reposado
- 3 Lime Wedges
- Citrus Soda

Pour Dos Alas Reposado into a Collins glass filled with ice. Add citrus soda and lime wedges. Salud!



BILLIONAIRE MOJITO

Ingredients

- 2 oz. Dos Alas Reposado
- 1/4 oz. Agave Nectar
- 3 Lime Wedges
- 7 Mint Leaves
- Club Soda
- Champagne



MARGARITA

Ingredients

- 3/4 part Dos Alas Blanco
- Lime Wedges
- 1/2 part Lime Juice
- 3/4 part Triple Sec Liqueur
- Salt-rimmed Glass



Summary

We deeply appreciate taking time out of your busy schedule to review our line of Craft Tequilas. Our commitment to our distributors, is that of our own family. We will provide the below summary of support and programming for each distributor, the programming is as follows:

- High Retail and Distributor Margins**
- Highest Quality Craft Tequila From Mexico.**
- Product Line That Has Market Growth Over Past 5 Years.**
- Distributor Support, Programming and Continued Market Visits.**
- Marketing & Advertising Programs For Short and Long Term Success.**
- Effective Point of Sale Materials, Posters, Shelf Talkers and Table Tents.**
- Local, State and National Press Releases Naming Our Local Distributor.**
- Two Day Product Launch, Ride Alongs, Key Visits and Chain Store Representation**



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