



introducing  
**PARTIDA**  
**ROBLE FINO AÑEJO**



**WINE ENTHUSIAST**  
MAGAZINE "2024"

**BEST TEQUILA UNDER \$150"**

**Double Aged in Ex-Single Malt Sherry Oak Casks.**

When Partida's Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world's finest Single Malts. He envisioned an amazingly rich product that combines Single Malts Best in Cask Management and the Finest-Rated Tequila. From this vision came **Roble Fino**, meaning **Fine Oak**.

**1st Aged** for an extensive 18 months in ex-bourbon barrels to develop a full-bodied Tequila with hints of spice, maple and chocolate.

**2nd** Continues its finishing for an additional 5 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky.

To appreciate the complexity and depth in flavor, the tequila is finished at 45% ABV, bringing together the two worlds in perfect harmony.

**COLOR**

Outstanding gold color with reddish shimmer & a beautiful brilliance

**PALATE**

Clean & smooth with sweet notes of dried fruits, toasted oak, chocolate, & cooked agave.

**AROMA**

Sweet & woody aromas denote a prolonged maturation with notes of pear & dill.

**FINISH**

Sweet and woody finish with hints of whisky & sherry.

**ABV**

45%



CALL TO ACTION

GIVE YOUR DON JULIO 1942 AND CLASE AZUL FANS AN UPGRADE TO A HIGHER QUALITY ADDITIVE-FREE TEQUILA IN SAME PRICE RANGE

KEY SELLING POINTS

- Luxury tequilas are the 1st largest and fastest growing prestige+ spirits segment\*
- Tequila is the fastest growing spirit On & Off Premise\*\*
- The Original Additive Free Tequila since 2005



PRIME MATURE AGAVE

Produces ripe, full-flavored agave



24 HOUR FIELD TO FERMENTATION

Preserves fresh agave flavor



STAINLESS STEEL DISTILLATION

Preserves agave purity



AGED BEYOND EXPECTATION

Enhances natural agave flavor & color



THE PRISTINE SERVE

To savor the world's highest-rated tequila

TRADE POSITIONING

Focus: Off-Premise:

- Key chain accounts
- Luxury, high-end independent accounts
- Top-shelf, eye-level placement, adjacent to Cincoro and Clase Azul

On-Premise

- Top existing Partida accounts
- Premium tequila "A" accounts
- Premium cocktail bars

Target Consumer: Spirit Evangelists

- 30 to 55 years old, educated, affluent \$100k+ HHI
- Quality-seeking individuals who like to experience & share premium products with friends that reflect their lifestyle

DRINK STRATEGY

- Served neat in Tequila stemware



UPC	7503022413351
SCC	17503022413358
Volume/Bottle (L):	.750
ABV%	45
Cases per Layer	18
Cases per Pallet	72
Layers per Pallet	4
Bottles per Case	6
Bottles per Layer	108
Bottles per Pallet	432
Case Length (in)	10.315
Case Width (in)	8.898
Case Height (in)	12.795
Bottle Weight (in)	4.78

\*IWSR, \$ VALUE '19-'23 CAGR \*\* Nielsen \*\*\*Ultimate Spirits Challenge