



introducing  
**PARTIDA**  
**ROBLE FINO CRISTALINO**

**THE FIRST EVER REPOSADO  
CRISTALINO FINISHED 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 World's Highest-Rated Tequila. From this vision came **Roble Fino**, meaning **Fine Oak**.

**1st Aged** for 6 months in ex-bourbon barrels to develop a brilliant, full body with notes of caramel, vanilla and charred oak.

**2nd** Continues its aging and is finished for 2 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky.

The Reposado Cristalino is then naturally filtered to remove all color while retaining its defined body and the complex flavors and aromas achieved through the double aging process.



**COLOR**

Transparent, crystal clear

**PALATE**

Exploding flavors of dried fruits, cooked agave, toasted oak, vanilla, and nuts

**AROMA**

Hazelnuts, green olives, wood, and sweetness

**FINISH**

Tannic and dry with a hint of black peppercorn

**ABV**

40%



# PARTIDA ROBLE FINO CRISTALINO SHERRY OAK FINISH

## 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
- the first ever Reposado Cristalino finished in ex-single malt, sherry oak casks



#### 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 Mexican and 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	7503022413337
SCC	17503022413334
Volume/Bottle (L):	.750
ABV%	40
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