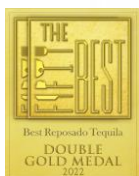




introducing
PARTIDA
ROBLE FINO REPOSADO

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 World's Highest-Rated Tequila. From this vision came **Roble Fino**, meaning **Fine Oak**.

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

2nd continues its aging for an additional 2 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky. The result is an intense and complex spirit that is bottled at 43% ABV for optimal flavor and body.



COLOR

Intense and brilliant
amber

AROMA

Toasted oak, dry fruits,
whisky, and agave

PALATE

Presence of cooked agave
with hints of vanilla, maple
syrup, anise, quince, and dried
fruits

FINISH

Long finish with a final dry
and sweet touch of Sherry

ABV

43%



PARTIDA ROBLE FINO REPOSADO 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



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	7503022413344
SCC	17503022413341
Volume/Bottle (L):	.750
ABV%	43
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