



TEQUILA  
**PARTIDA**<sup>®</sup>

THE ORIGINAL ADDITIVE  
FREE TEQUILA

100% Agave Tequila Made in  
Mexico



**“SIMPLY THE FINEST LINE OF  
TEQUILAS MONEY CAN BUY”**

**-PAUL PACULT**

**ADDITIVE FREE  
TEQUILA  
+87%  
\$ Sales vs PY**

# Roble Fino

## THE SINGLE MALT OF TEQUILA

DOUBLE AGED IN EX-SINGLE MALT SHERRY OAK CASKS

### ROBLE FINO REPOSADO



Age: 6 + 2 Months  
Appearance:  
Intense and brilliant amber

Aromas:  
Toasted oak, dry fruits,  
whisky, and agave

Flavor profile:

- Presence of cooked agave, maple syrup, anise, quince, and dried fruits

### ROBLE FINO REPOSADO-CRISTALINO



Age: 6 + 2 Months  
Appearance:  
Transparent, crystal clear

Aromas:  
Hazelnuts, green olives, wood,  
and sweetness

Flavor profile:

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

### ROBLE FINO AÑEJO



Age: 18 + 5 Months  
Appearance:  
Gold color with reddish shimmer & brilliance

Aromas:  
Sweet & woody denote a prolonged maturation, notes of pear & dill

Flavor profile:

- Clean & smooth, notes of dried fruits, oak, cooked agave & chocolate



### BLANCO



Age: Unaged  
Appearance:  
Crystal clear

Aromas:  
Earth & citrus notes

Flavor profile:

- The freshest expression of 100% Blue Weber Agave
- Red ruby grapefruit
- Mint

### REPOSADO



Age: 6 months  
Appearance: Natural light amber with golden tones; transparent & clean

Aromas:  
Earth & citrus notes

Flavor profile:

- Brilliant & full-bodied
- Vanilla
- Caramel & butter
- Charred oak

### AÑEJO



Age: 18 months  
Appearance: Intensely golden with bronze tones

Aromas:  
Oak, dry fruits, & butter

Flavor profile:

- Clean & full-bodied with a hint of spice
- Banana
- Maple honey
- Chocolate

### AÑEJO CRISTALINO



Age: 18 months  
Appearance: Clear with light golden highlights

Aromas:  
Toasted oak, maple syrup, vanilla, quince, & figs

Flavor profile:

- Intense, rich & full-bodied
- Dry & tart
- High-density fruit

### ELEGANTE EXTRA AÑEJO



Age: 48 months  
Appearance: Dark amber color and high-density body denote the long aging process

Aromas:  
Deep toasted oak notes, dark chocolate and coffee

Flavor profile:

- Slightly toasty, peppery
- Gentle spice
- Agave, maple, almonds

# TEQUILA PARTIDA CRAFT & CULTURE

Named in honor of 3rd generation agave farmer Enrique Partida, Partida is committed to preserving the fresh agave flavor at each step of the tequila - making process. The result is a tequila that is truly from field to glass.



## 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 EXPECTATIONS

Enhances natural agave flavor and color



## THE PRISTINE SERVE

To savor the world's highest-rated tequila



## THE VALLEY OF TEQUILA

Sometimes called “El Valle” or “The Lowlands” the Valley of Tequila is home to some of the oldest brands in the Tequila world. In the town of Tequila, you’ll find industry giants as well as the boutique brands of sipping Tequilas. Just outside of Tequila in the town of Amatitán we find the Partida family, NOM 1502

## MAESTRO TEQUILERO JOSÉ VALDEZ

José Valdez is a distinguished Maestro Tequilero and the Master Distiller for Partida Tequila, a highly regarded premium tequila brand. With a deep passion for the art of tequila making, Valdez has become a key figure in the industry, renowned for his expertise in crafting high-quality tequila that respects traditional methods while incorporating modern techniques.



**WIN THE HEART OF NEW ACCOUNTS,**  
**Buyers and bar managers first experience of**  
**Partida moving forward needs to be,**  
**The Roble Fino Line**



**EVERY ON & OFF-PREMISE** Don Julio 1942  
**ACCOUNTS NEED** Partida Roble Fino

*Roble Fino* **ADDITIVE FREE**  
**AND**  
**RATED MUCH HIGHER**

**"DOUBLE AGED IN EX-SINGLE SHERRY OAK CASK"**

# STRATEGY ON-PREMISE

- For the Familia range, your competitive set pricing wise is, Mijenta, Ocho, Lalo
- Focus on high-end accounts and tequila specialty accounts

## SIGNATURE COCKTAIL



## *Roble Fino* TEQUILA FLIGHT



## COCKTAIL MENU priority SKUs by order of Priority



## PINK PALOMA

- 2 oz Partida Reposado
- 1 oz Ruby red grapefruit juice
- 0.5 oz Fresh lime juice
- 0.5 oz Simple syrup
- 1.5 oz Grapefruit soda

## BACK BAR placement by SKUs priority



# PARTIDA ROBLE FINO/ELEGANTE/FAMILIA COMPETITIVE SET



THE SINGLE MALT OF TEQUILA  
100% AGAVE 100% MEXICO

**\$119**

**\$129**

**\$149**




**\$399**




**\$43**




**\$47**

**\$55**




**\$60**



# BRAND STANDARDS OFF-PREMISE

## Roble Fino + Elegante



**TOP SHELF STRATEGY**

- Priority #1 Roble Fino line
- \$100+ tequila section
- Top shelf-level, marques blocked together
- Adjacent to Clase azul, Cincoro, 1942 or Komos

**Reason to Believe**

- Partida Roble Fino is one of the only \$100+ tequila that is Additive Free
- Roble Fino Cristalino is the only Double aged Cristalino on the market



# BRAND STANDARDS OFF-PREMISE

## Familia range

1



**SHELF STRATEGY**  
**Two options**

**Option Uno: (The current broad option)**

- \$40+ tequila section
- Eye-level, marques blocked together
- Adjacent to Don Julio

**Option Dos: (The big opportunity)**

- \$40+ Additive Free section
- Adjacent to Lalo, Fortaleza or Ocho

2





# WINE ENTHUSIAST®

The Best Tequilas at Every Price Point



## Best Tequila Under \$150



### Partida Roble Fino Añejo Tequila

This is finished for five months in casks that previously held single malt whisky, and Sherry before that. The end result is a golden hue and subtle agave and baking spice aromas. The

mouthwatering palate shows broad strokes of vanilla, oak and roasted nuts. Faint smokiness wafts into the finish, transforming the citrusy exhale into burnt grapefruit peel. **96 Points** — **Kara Newman**



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