



TEQUILA  
PARTIDA®



THE ORIGINAL  
ADDITIVE FREE TEQUILA  
SINCE 2005

# NIELSEN CATEGORY NEWS

## TOP 10 ADDITIVE FREE TEQUILA PERFORMANCE ON *NIELSEN*\*

Partida is not in TOP 10

**+46% (\$%CHG)**

**+51% (9Ltr cases) representing 325K 9ltr cases**

\*52 weeks period ending 06/2025

# MARKET MOMENTUM

NEW  
REGIONAL  
ACCOUNT  
LISTING

SINGLE  
BARRELS

18 SOLD OUT  
OF 24



Specials thanks to Kim-R&K  
Brian, Marc for making things  
happen!!!

# **MARKET DEPLETIONS HIGHLIGHTS (UP TO JULY)**

**Brian +9% FYTD Florida +11% FYTD S-Carolina**

**Marc +9% FYTD California**

**Elizabeth +85% Massachusetts**

**Charlie + 27% Georgia**

**Victor +21% New Jersey**

# MAESTRO TEQUILERO MARKET VISITS

Distributor trainings



Staff trainings



Distributor Tequila hour



Meet the maker  
@accounts



**Florida – New York and New Jersey**

# MAESTRO TEQUILERO MARKET VISITS



**Additive Free seminar with BBG sales team  
With Grover (The founder of Tequila Match Maker and Additive Free Alliance)**

# ACCOLADES & AWARDS



# LIFESTYLE PRESS -PR

**Esquire**

## The 31 Best Tequila Brands to Drink In 2025

We're calling attention to the tequila makers who use traditional methods, plus the new-school brands worth trying.

### Tequila Partida



If you're unfamiliar with Partida, there's some good news—you can order a sample kit of the brand's various tequila expressions from the website to try. If you like what you taste, and you very well may, there's a wide range of expressions to check out from this self-proclaimed additive-free brand. There are the usual blanco and aged tequilas, which are all quite good, and then there's a few more unusual ones. Roble Fino Reposado is the core reposado finished in sherry-seasoned casks formerly used to age single malt whisky (there's an añejo version of that tequila as well). And last fall, the brand announced the launch of its single barrel añejo program—check bars, restaurants, and stores in your area to see if they have it in stock.

TOTAL WINE RESERVE BAR

Date: 2/28/2025  
UVM: 13,047,128

**Robb Report**

## The 50 Greatest Tequilas of the 21st Century (So Far)

A ranking of the best bottles released over the last 25 years.

37 Partida RF Reposado




Photo: Partida

This is another tequila that proves that a sherry influence can indeed positively enhance the flavor of the spirit. RF stands for Roble Fino—in this case, that refers to a reposado tequila that was aged in bourbon barrels for six months and then another two months in sherry-seasoned barrels previously used to mature single malt scotch whisky. That unique combination of casks makes this one of the best aged expressions from Partida with notes of dried fruit, baking spice, dark chocolate, and roasted agave on the palate.

BUY NOW ON RESERVEBAR: \$129

Date: 4/30/2025  
UVM: 2,136,005

**INSIDEHOOK**

## Partida Is the Single Malt of Tequilas

What does the "highest-rated tequila in the world" actually taste like?



**What we're drinking:** Various releases from **Tequila Partida**

**Where they're from:** Named in honor of third-generation agave farmer Enrique Partida, this namesake brand is an additive-free, estate-grown tequila from The Lucas Bols Company.

**Why we're drinking these:** Partida has touted itself as "the world's highest rated tequila," and while I can't vouch for that claim, the brand has racked up a ton of honors, including a **best tequila in the world** win for the brand's reposado. So when we had a chance to talk to Master Tequilero José Valdez, currently celebrating 20 years with Partida (he was there when the brand launched), we jumped at the chance.

"I was a tequila aficionado in college, but I wasn't like a third-generation tequila maker," Valdez says. "I'd visit other distilleries, but I was starting from scratch. In those years, there wasn't a university that taught you how to produce. So I hired a guy who had worked 40 years in another big brand, who was retiring. He was like, 'Okay, I'm still young. I can teach somebody new.'"

Date: 4/30/2025  
UVM: 618,973

**2025 FYTD surpassed 2024 total impressions**

**1.2 Billion impressions so far in 2025**

# SOCIAL MEDIA



**Account reach per month is now over 1.1 Million vs 500K last year**

# CONSUMER EVENTS



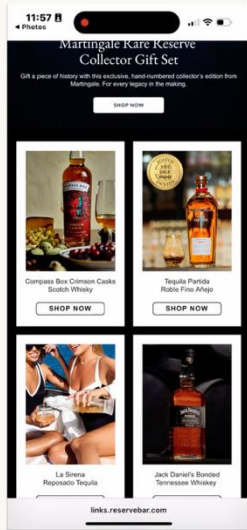
**Tequila Partida is the main attraction at all 2025 Q1-Q2 2026 WHISKY X events  
Looking to sample and educate over 40,000 consumers**

**Denver-Dallas-Houston-Austin-Boston-San Francisco-Los Angeles-Miami.....**

# D2C EMAIL MARKETING

## JUNE

### RESERVE BAR



Only the best  
for Father's day

Newsletter 2,094,547  
subscriber

### SIPSY™



The Tequila That Sparked a  
love story & Movement

Newsletter 72K subscriber

## JULY

### SIP TEQUILA

Two emails

Single Barrel Anejo launch

Collaboration with, Rob Gerard  
(@tequilacollective) & Lauren Castano  
(@loveintequila) + Sip Tequila



Tequila Partida Overall mentions 10 in 2025, email subscriber reached 8 million