



INTRODUCING TEQUILA PARTIDA BLANCO - 375ML SIZE



THE ORIGINAL ADDITIVE-FREE TEQUILA SINCE 2005



POSITIONING STATEMENT

Crafted with authenticity and integrity since 2005. With José Valdez’s mastery and nearly two decades of critical acclaim, Partida stands proudly as one of the purest expressions of tequila —now in a 375ml size that invites trial, builds loyalty, & drives retail sales.

CRAFTED BY MAESTRO TEQUILERO JOSÉ VALDEZ

Known for his unwavering commitment to traditional methods, José crafts tequilas that embody both purity and terroir.

His vision ensures every bottle of Partida delivers an authentic, clean, and elegant tequila experience.

CONSUMER TRENDS & CATEGORY RELEVANCE

U.S. tequila consumers are increasingly seeking authentic, additive-free tequila—a segment driving premium growth.

Partida has been additive-free since its founding in 2005, long before it became a trend.

Today’s shoppers—especially millennials and Gen Z—are trading up for purity, transparency, and tradition in spirits.



AGAVE FIELD TO GLASS



MATURE PRIME



24 HOUR FIELD
TO COOKING



NATURAL YEAST
FERMENTATION



STAINLESS STEEL
DISTILLATION



AGED BEYOND
EXPECATIONS



100%
ADDITIVE FREE



AWARD-WINNING EXCELLENCE



Top accolades across the portfolio: consistently recognized by Wine Enthusiast, Difford’s Guide, Just Drinks, and more.

Multiple expressions rated 90+ points—proof of outstanding quality.

Acclaimed by critics and bartenders alike for its balance, purity, and exceptional finish.

375ML SIZE BENEFITS

Perfect trial size: Invites new consumers to discover Partida at an approachable price point.

Ideal for gifting: Elegant packaging in a convenient format.

Increased basket ring: Encourages multiple-purchase occasions (Añejo, Reposado, Blanco).

Premium experience, accessible entry: Trial builds loyalty and trade-up to full-size bottles.

OFF-PREMISE RETAILER BENEFITS

Trial Price Point: Makes premium tequila accessible, driving impulse purchases and higher velocity.

Consumer Conversion Tool: Shoppers who start with 375ml often trade up to 750ml bottles.

Flexible Shelf Placement: Cross-merchandise with cocktail ingredients for increased visibility.

Accolade-driven Storytelling: Award recognition helps retailers build credibility and move bottles faster.

PACK	Bottle UPC	Case SCC	ABV (Alcohol %)	Volume (L)	Bottles per Case
Blanco 375 mL	701530513502	20701530510307	40%	375 mL	12

Case Length (in.)	Case Width (in.)	Case Height (in.)	Case Weight (lbs.)	Cases per Pallet	Layers per Pallet	Cases per Layer
13.6	10.1	8.2	23	84	7	12

