

Tears of Llorona®

INFINIUM
SPIRITS

Tears of Llorona®

Extra Añejo Tequila



Brand Overview



“We have sold every single bottle we brought into this country.”
-German Gonzalez

German Gonzalez

- Fifth generation tequilero
- The family that created Chinaco, the first ultra premium tequila in the United States.
- Created the complete line of Tequila Uno
- Descendant of the 36th President of Mexico

Production

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- Originally meant to be private stock, not sold to public
- Aged in barrels of Scotch, Brandy, and Sherry over 5 years
- Made from 100% mature Agave Azul grown in the Mexican Highlands, which tend to produce plants with higher concentrations of natural sugar.

Brand Features

The Pappy Van Winkle of tequilas?
So says Mr. Van Winkle himself.



Food and Wine called Tears of Llorona “the Pappy Van Winkle of tequilas.” And on a warm June evening in Atlanta, Preston van Winkle agreed.

Mr. Van Winkle had gotten together with his master distiller cohort, German Gonzalez, and the two tasted each other’s creations. The five-year-old, triple-barrel-aged taste of Tears immediately won Preston over.

“Tears is amazing,” he said. “I am falling in love. I’m going to cherish this like people do the 23-year-old Pappy.”

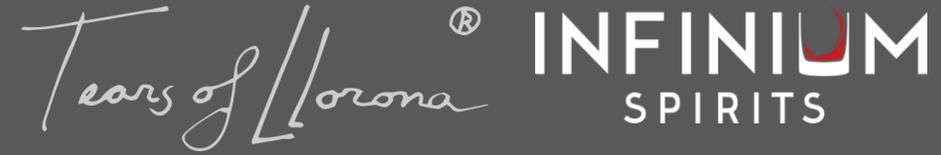
Unforgettable words for an unforgettable extra añejo.



Tears of Llorona®

- ❖ Luxury Tequila
- ❖ Unique production process
- ❖ Packaging that promotes authenticity
- ❖ Universally positive reviews
- ❖ Price point that is both aspirational and suggestive of superiority
- ❖ Reputation far beyond our size

Press



“You can spend the rest of your life searching for a better extra anejo, but you’ll be wasting your time.”
—*American Cocktails*

“Unlike any tequila you’ve ever had.” —*Examiner.com*

“If there was ever a tequila to turn the head of a whiskey partisan, this is it.”
—*The Wall Street Journal*

“Invites both conversation and contemplation.” —*The Robb Report*

“Concentrated and almost magically persistent on the palate.”
—*Forbes*

“A sipping tequila of the highest order.” —*Men’s Journal*

“An exquisite tequila in every possible way.” —*Vanity Fair*

Market Strategy

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Segmented Audience:

- Tequila Aficionados
- Occasional tequila drinkers ready to move up to a more sophisticated experience
- Lovers of high end spirits, especially bourbon and cognac

Target Accounts:

- Upscale restaurants
- Luxury Off Premise- Independent Liquor Stores
- Country Clubs & Lounges

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