

CURAMIA®

BRAND GUIDE

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Aside from imagery generated by Curamia, all imagery used in this presentation is created using found and existing assets to illustrate a brand direction. The intention is to use this as a guide for creating proprietary assets for Curamia in the future.
The application samples here containing photography are not intended for execution. They are digital mock-ups only.

DAFNA MIZRAHI, CEO



MELISSA DEL SAVIO, DIRECTOR OF SALES

We are pushing the boundaries, we are sticking together, we are growing a female space in this business.
—Dafna Mizrahi

IT'S TIME FOR A REINVENTION

Enter Dafna Mizrahi and Melissa Del Savio. Dafna, a Mexican-Jewish chef, restaurateur, winner of 'Chopped' and a woman of influence by the age of 27. Melissa, an industry-insider and fashionista who came up 'behind the stick'. Today, she's a respected aficionado of all things sales and distribution—and what's crave-worthy behind the worlds' most notable spirit brands.

If there were ever a time for reinvention in a space—and one that's also deeply personal to both of them—it's now.

With roots in Mexico, upstate New York and the Deep South, this power duo's vision has been to create a genre-bending, wellness-driven, lifestyle brand. An authentic juice from Jalisco that is true to Dafna's Mexican heritage and Melissa's experience. A beautiful tequila that stands out in a sea of brands synonymous with mediocrity and machismo in the U.S.

WELCOME TO

CURAMIA®

INTRODUCED BY

DAFNA MIZRAHI & MELISSA DEL SAVIO

BRAND PROMISE

**CURAMIA IS TRAILBLAZING A NEW WAY TO TEQUILA—
GENRE-BENDING, SUPERIOR, AND AUTHENTIC.
UNIQUELY FEMALE FOUNDED & FUNDED, WE'RE REDEFINING
HOW IT'S MADE AND HOW IT'S ENJOYED,
ALWAYS ROOTED IN OUR MEXICAN HERITAGE AND
OUR TRUEST SPIRIT.**



THE TRUEST TEQUILA

One that's citrus and sunshine. Full-bodied fruit and clean of additives.

It travels well, beyond a menu—to dinner parties, poolside, or your kitchen while you cook.



MISSION

TO INSPIRE A NEW GENERATION
OF TEQUILA LOVERS.

WHEN IN CURAMIA,
WE CELEBRATE!

OUR ANTHEM

JOIN US

Pull up an adirondack and a glass.
Gather your friends. Or toast yourself!
Tapping into the multigenerational dream,
we're inspiring a new generation
of tequila lovers.

Since way-back, passion has been a guest in our home.

With a series of tasteful experiences—our Blanco,
Reposado, and soon-to-come Añejo and Cristalino—
we introduce you to the colorful world of Curamia.
Where we enjoy every smooth, citrus note, and toast to
the feast of family, friendship, and wellness.

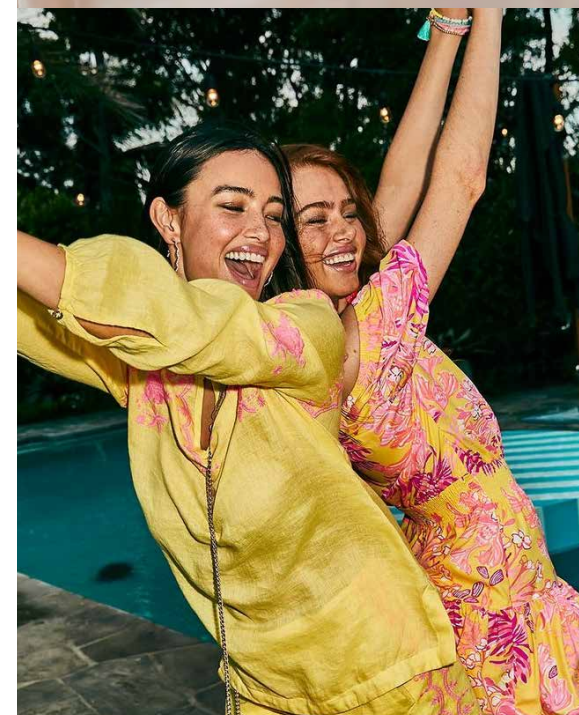
It's in our mexican blood, afterall.

And at our table (you can't miss it!)
there's always an open seat for you.



FRIENDS & FAMILY,
SIPPING SNOBS,
WELLNESS LOVERS,
SOON-TO-BE
FRIENDS...

SAY GOODBYE TO SPRING BREAK AND HELLO TO
VIBRANT FAMILY-STYLE MEALS AND DRINKS TOGETHER,
CELEBRATING WHAT WE LOVE MOST IN LIFE:
EACH OTHER.



WHAT DESCRIBES US BEST

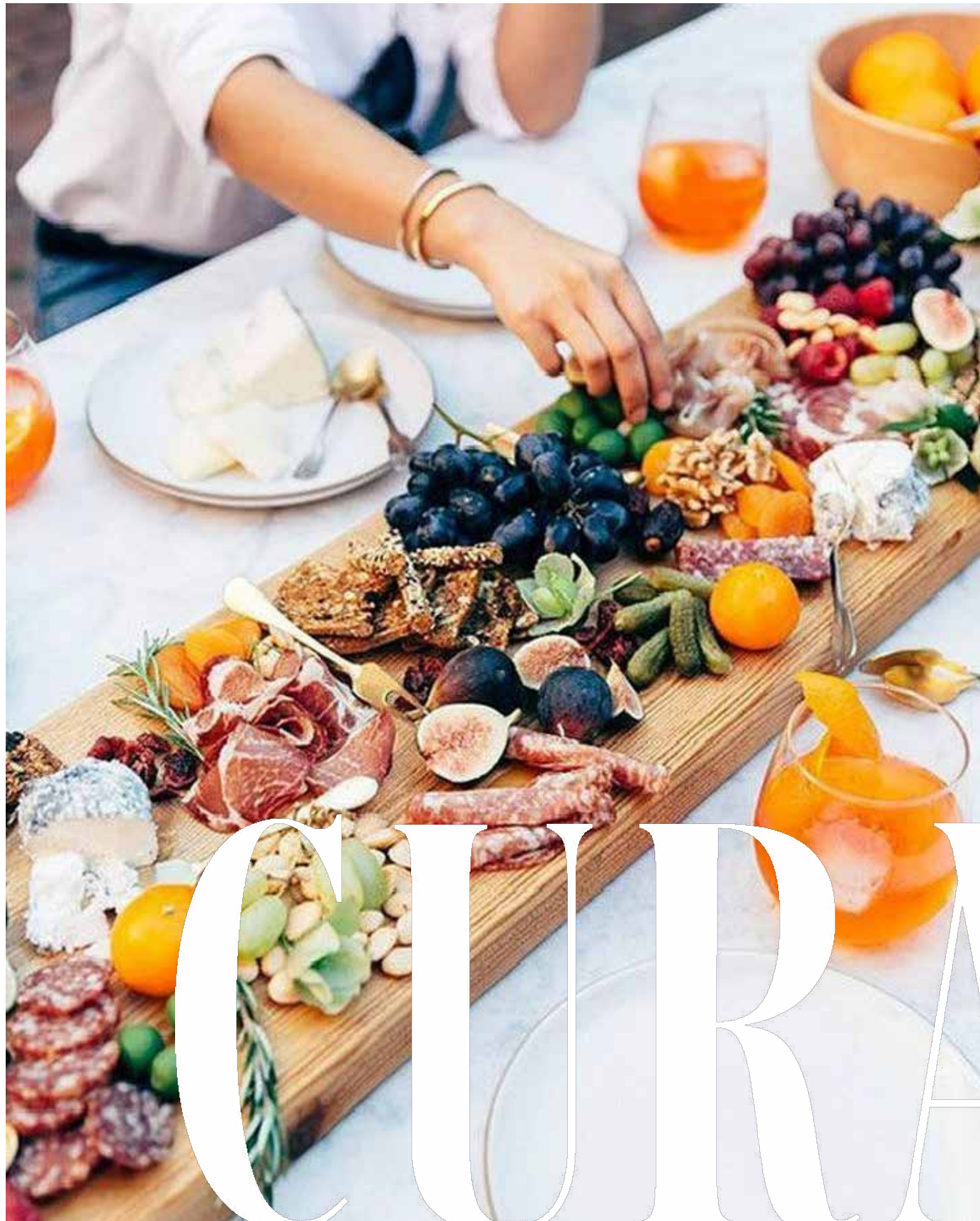
Vibrant — *Genuine* — Trailblazer

WHAT MAKES US UNIQUE

VIBRANT
LIFESTYLE
EXPERIENCE
WITH AN INCLUSIVE
FEMALE SPIRIT

GENUINE
AUTHENTICALLY
MEXICAN TEQUILA—MADE IN
JALISCO & PERFECTED BY A LATINA
CHEF—FOR THE WORLD TO ENJOY

TRAILBLAZING
DISTILLED BY MODERN METHODS
RESPECTFUL OF THE COMMUNITY & LAND,
CHANGING THE CONVERSATION AROUND
HOW PREMIUM TEQUILA IS MADE



CUVEE[®]

A FRESH
take
ON TEQUILA



HOW WE ARE
CHANGING THE CONVERSATION

**LEAD WITH DAFNA'S EXPERTISE,
PASSION, & CHEF'S PALETTE**

We collaborate with taste makers to create colorful content—beyond margaritas—think mixology, food pairings, entertaining, wellness and social responsibility, all establishing Curamia as a versatile ingredient for a life well-lived.

**MAKE PREMIUM TEQUILA INCLUSIVE
THROUGH OUR VALUE PRICE POINT & LIVED VALUES**

We have a decidedly more feminine approach in a male-dominated market. And there's a tribe behind us. We're about the fulfillment found in connection and family, from celebrating to just unwinding with your people. Ours is a matriarchal legacy we love to share. And one everyone deserves to enjoy.

WE MAKE A TEQUILA MEXICANS WOULD DRINK

And we seek to educate Americans on why that matters. We are culturally authentic, vibrant and relevant.

ENSURE A SUPERIOR TEQUILA

Always meticulously distilled to traditional Mexican standards, we're proudly trailblazing the use of sustainable, modern methods to ensure a premium product that gives back to its place of origin.

OUR TAGLINE

The truest spirit

OUR NAME & LOGOTYPE



CURAMIA

Sip it like a boss, or a Mexican grandmother.
She was the boss, and our inspiration, after all.
Tequila was her Curamia—*my cure* in Spanish.

(She was also the original #lamujermasbella)

LOGO TAGLINE LOCKUPS

CURAMIA

THE TRUEST SPIRIT

CURAMIA

THE TRUEST TEQUILA

When there is no mention of tequila elsewhere

BRAND GUARDRAILS

WHAT WE ARE

FEMALE FOUNDED
SPECIAL
MEXICAN
ELEVATED
EMPOWERED
CELEBRATORY
WELCOMING
VIBRANT
RESPONSIBLE
TRAILBLAZING
IN HONOR OF WOMEN

WHAT WE ARE NOT

EXCLUSIVELY FOR WOMEN
NICHE
OLD-WORLD
HIGHBROW
REBELLIOUS
DEBAUCHEROUS
EXCLUSIVE
INDULGENT
UNSUSTAINABLE
STATUS QUO
OBJECTIFYING OF WOMEN

SEAL OF AUTHENTICITY



PRODUCT PROOF-POINTS

WHAT OUR TEQUILA IS

AUTHENTICALLY MEXICAN
PREMIUM
FROM THE LOWLANDS OF JALISCO
100% BLUE AGAVE
CLEAN
PURE
MELLOW
AROMATIC
SUSTAINABLY DIFFUSED
NATURALLY LOW IN SUGAR
SOCIAALLY RESPONSIBLE
CRUELTY FREE
SUITED FOR SIPPING
AN UPPER
VALUE

WHAT OUR TEQUILA IS NOT

TYPICAL TO THE U.S. MARKET
CHEAP
FROM THE HIGHLANDS OF JALISCO
MIXTO
GMO
FULL OF ADDITIVES
HARSH
STRONG ALCOHOLIC TASTE
TRADITIONALLY CRUSHED
HIGH IN SUGAR
EXPLOITIVE
USES ANIMAL LABOR
FOR MIXING ONLY
A DOWNER
EXPENSIVE

BRAND EXPRESSION

INCLUSIVE, JOYFUL *and* BEAUTIFUL

The essence of Curamia should be reflected in our brand look and feel with a focus on our beautiful product and the connections we share with those we love to experience life with— friends, family, our chosen families, our partners, OGs and lovers.



**SUNNY, FRESH,
BRIGHT, SMOOTH,
FRUIT-FORWARD,
and CLEAN**

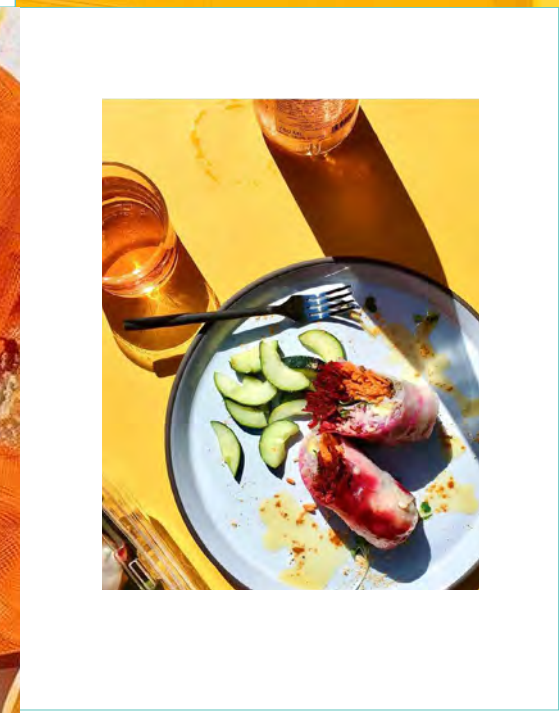
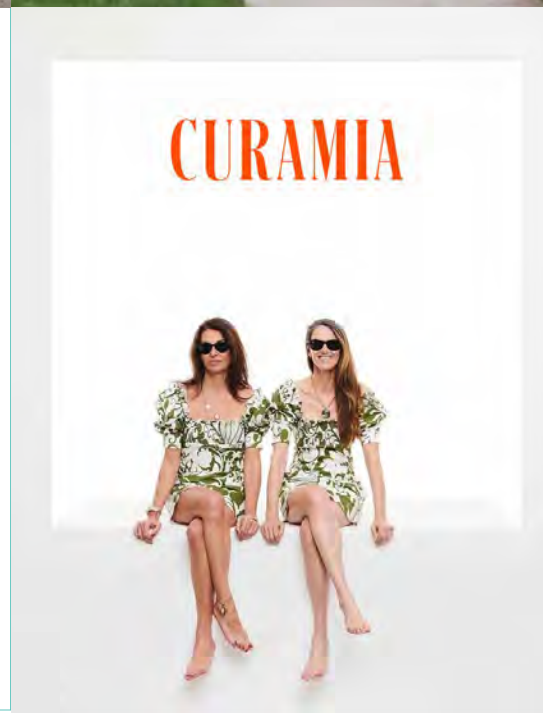
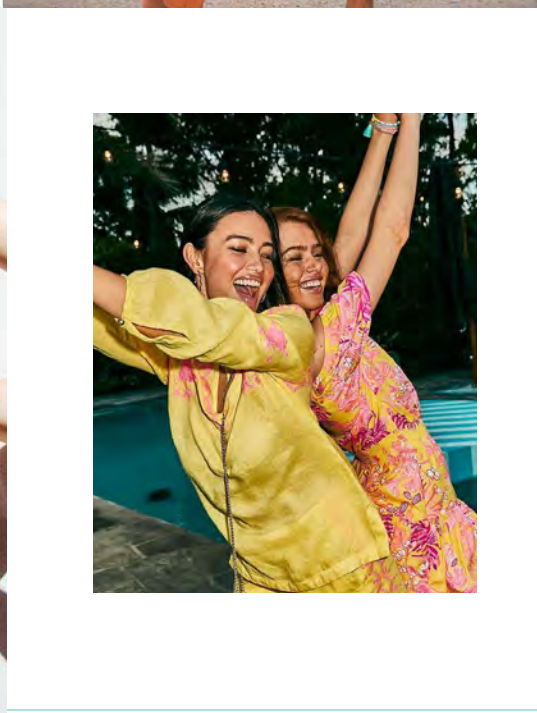
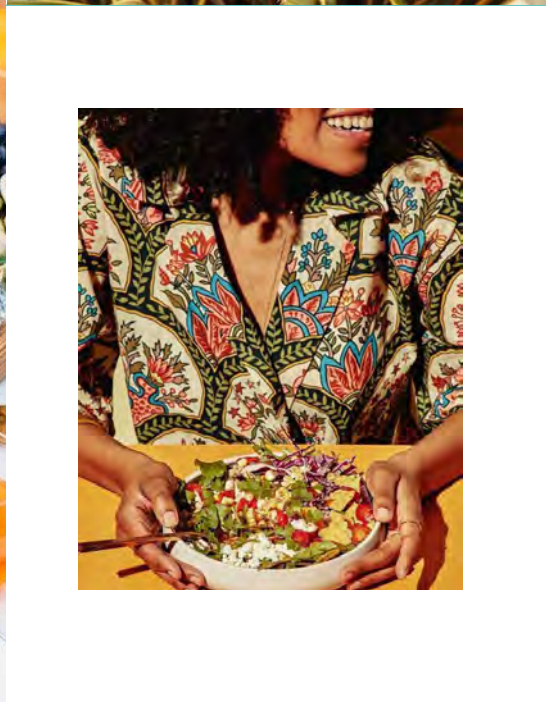
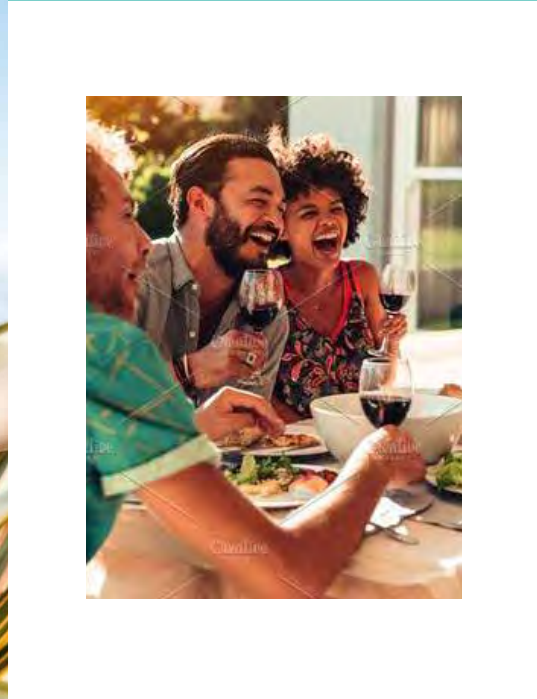
EDITORIAL APPROACH

OUR PHOTOGRAPHY HAS VERVE

It's emotional, and intentional but life-like—vibrant, juicy colors and select textures, bright crisp light, and eye-catching compositions. All elements should be mindful and directed by our brand guardrails, relying on our brand palette and the natural environment to infuse joy. We want to create photography that feels less like 'branding' and more like how life unfolds in beautiful moments.

CURAMIA IS A BRAND CREATED WITH HEART AND INTENTION BY A TASTE-MAKER IN HER FIELD. SO IT ONLY MAKES SENSE THAT WE COLLABORATE WITH OTHER NOTE-WORTHY CONTENT CREATORS—YOUNG, FEMALE AND LATINA WHEN WE CAN—TO TELL OUR STORY.

Who we choose to turn our camera on reflects a foundational belief we share with our audience: that personal health, planetary health, inclusivity, and social belonging are essential to well being. We seek to celebrate an active community comfortable in their own skin and in front of the camera no matter how they identify, how old they are or where they come from.

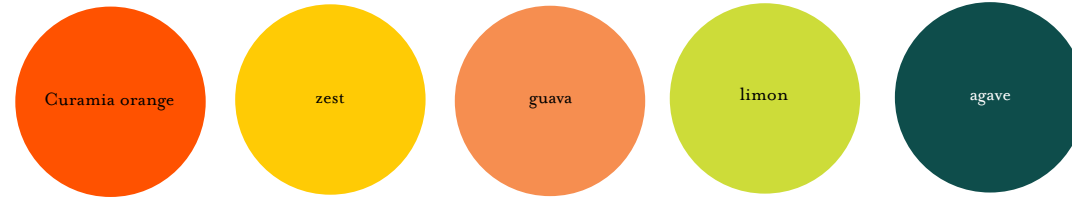


BRAND PALETTE



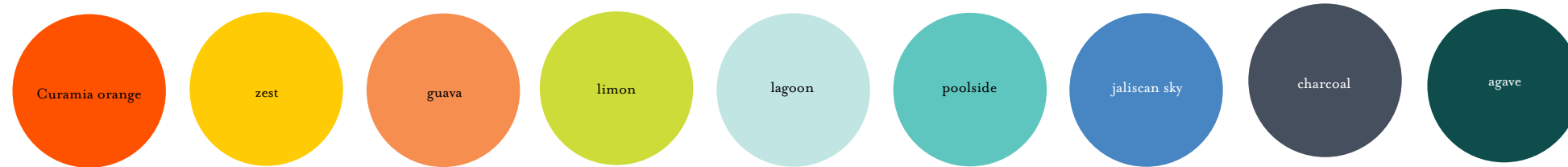
PMS 1655 C

BRAND IDENTITY / TYPE COLORS



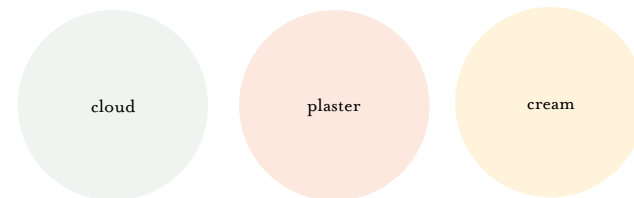
PMS 1655 C

PRIMARY PALETTE—EDITORIAL



PMS 1655 C

SECONDARY PALETTE—SOCIAL



BRAND NEUTRALS / BACKGROUNDS

SILVER FOIL / FAUX FOIL DECORATIVE ACCENT



BRAND FONTS

AT Sackers Gothic, small caps

PRIMARY TYPEFACE—TITLES AND SHORT BODY COPY (COMMON WITH LABEL DESIGN)

THE TRUEST TEQUILA

Trade Gothic Bold Condensed No. 20, caps

PRIMARY TYPEFACE—TITLES AND BOLD HEADLINE COPY (COMMON TO LABEL DESIGN)

HERE'S TO A TEQUILA MEXICANS WOULD DRINK

Mrs. Eaves Roman (sentence case) & Small caps (no initial caps)

PRIMARY TYPEFACE—TEXT AND LONG FORM BODY COPY (ADAPTED FROM INVESTOR DECK)

PULL UP AN ADIRONDACK AND A GLASS.
Gather your friends. Or toast yourself!
Tapping into the multigenerational dream,
we're inspiring a new generation
of tequila lovers.

Rebeqa Bold, caps or sentence case, tacking 30

DISPLAY FONT 1—LARGE HEADLINE COPY (FOR USE ON COLLATERAL AND SOCIAL POSTS)

A LEGACY WORTH SHARING

The truest spirit

Dark Paradise Italic (sentence case), tacking 30

DISPLAY FONT 2A—LARGE HEADLINE COPY (FOR USE ON COLLATERAL AND SOCIAL POSTS)

TEQUILA LOVER

Dark Paradise, caps, tacking 30

DISPLAY FONT 2B—LARGE HEADLINE COPY (FOR USE ON COLLATERAL AND SOCIAL POSTS)

TRUTH-TELLING FROM HASHTAGS TO HEADLINES

BRAND TONE & VOICE

INVITING, ENERGETIC AND DOWN-TO-EARTH

Joyful and dynamic, even when educating about product or process. Our tone is always warm, inclusive and gracious. As trailblazers, we guide with transparency. We don't point fingers.

Confidence shines through, when we celebrate such a pure and unique product, that's also good for building community—by taking care of each other, we also care for the terroir.

Our references are on trend, mostly rooted in contemporary American culture. And our authentic Mexican heritage gets woven in as we pass on our legacy: the truest tequila.

STYLE NOTE:
SPANISH LANGUAGE CAN BE USED AS A
SINGULAR THOUGHT OR IDEA,
BUT NOT OUT OF CONTEXT WHEN ENGLISH IS BEING
USED.

SOCIAL TAGS

#THETRUESTSPIRIT
#THETRUESTTEQUILA
#CURAMIA TEQUILA
#ALEGACYWORTHSHARING
#WHENINCURAMIA
#CURAMIAGATHERING
#CURAMIATOGETHER
#GATHERWITHCURAMIA
#CURAMIAATTHETABLE
#LAMUJERMASBELLA

@CURAMIA TEQUILA

THE CURAMIA-ISMS
THAT CONNECT
AND DEFINE US

MANTRAS / HEADLINES

AN INVITATION TO MEXICO

A LEGACY WORTH SHARING

TRUE TO YOU. TRUE TO MEXICO.

WELCOME TO A TEQUILA MEXICANS WOULD DRINK

INSPIRING A NEW GENERATION OF TEQUILA LOVERS

A FRESH TAKE ON THE FAMILIAR

WE LOVE TO MAKE AN ENTRANCE

WHEN IN CURAMIA, WE CELEBRATE!

TEQUILA MADE MODERN

SIP, SAVOR, TRAILBLAZE

Brand Experience



BRAND EXPRESSION A

RAMIA



WELCOME TO A
TEQUILA
CANS WOULD DRINK



TRUE TO YOU. TRUE TO MEXICO.
#ALEGACYWORTHSHARING



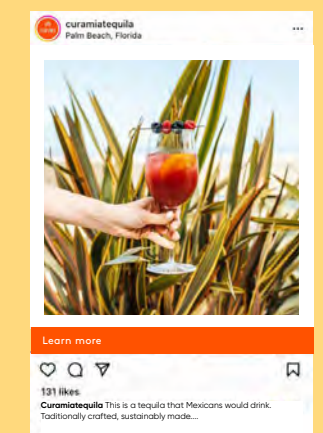
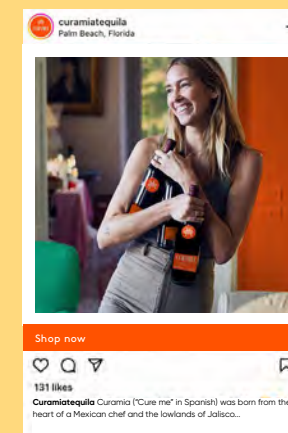
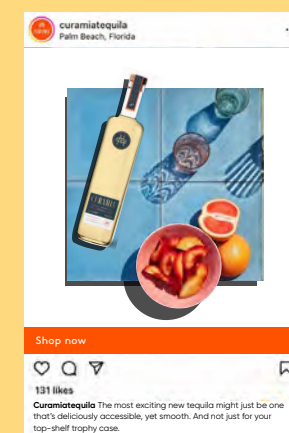
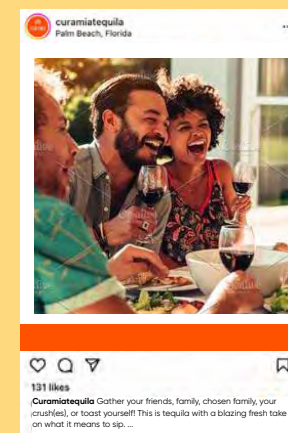
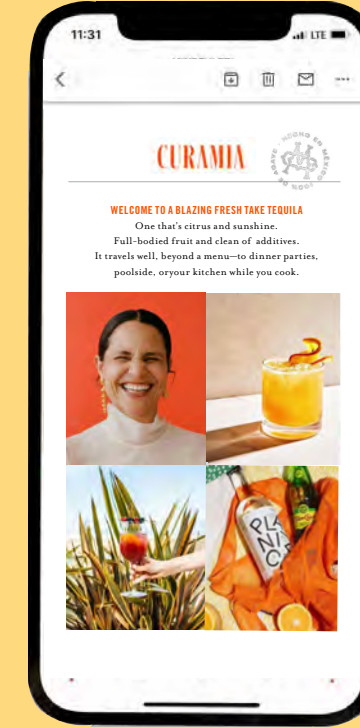
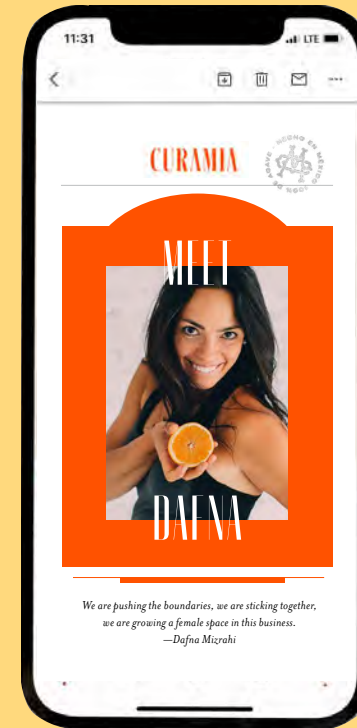
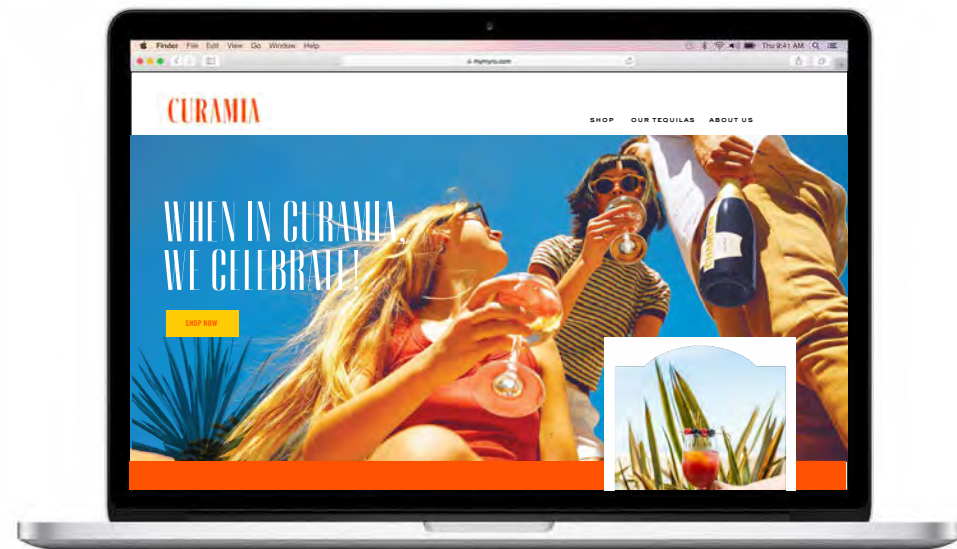
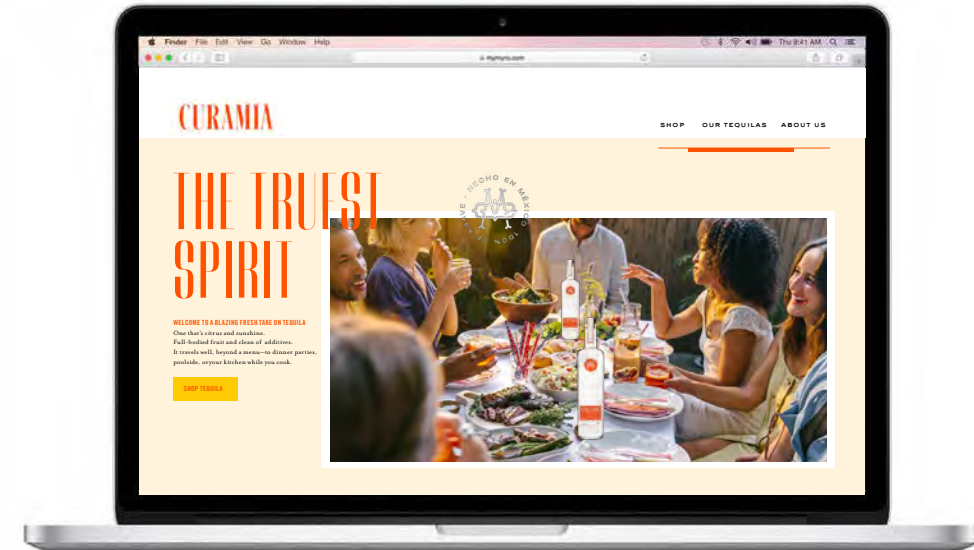
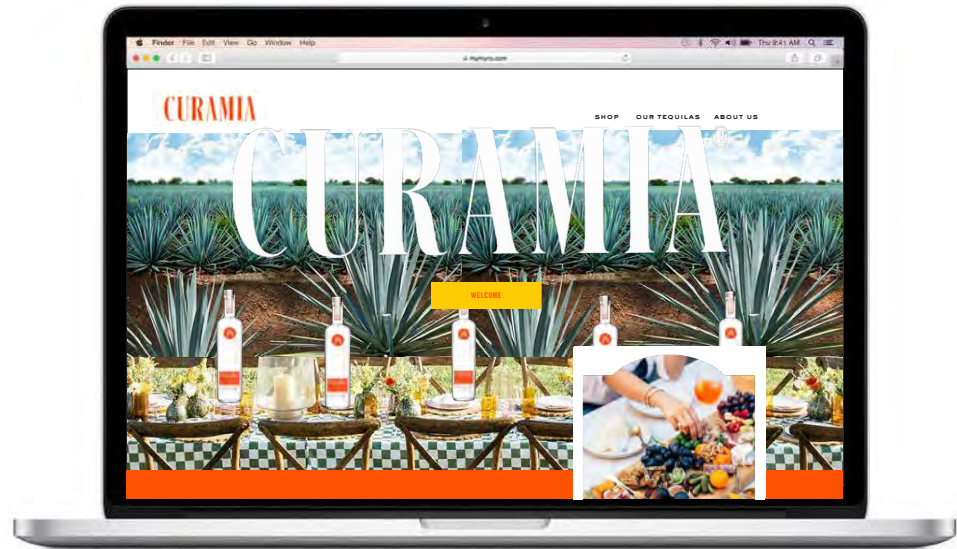
CURAMIA



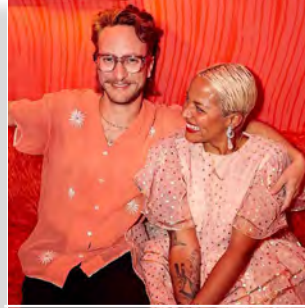
INSPIRING A NEW
GENERATION
OF TEQUILA LOVERS



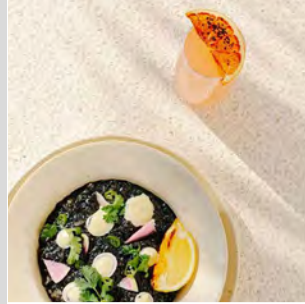
LANDING PAGES & DIGITAL MARKETING



brand event coverage & bts



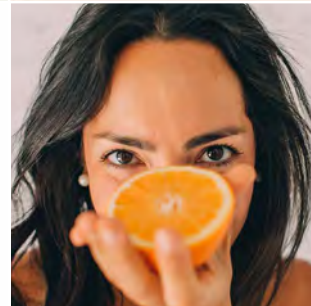
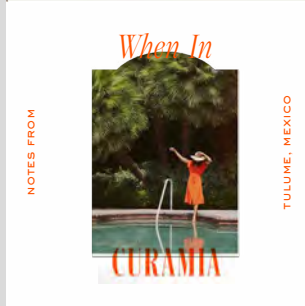
found pop art, design and copy.



branded templates



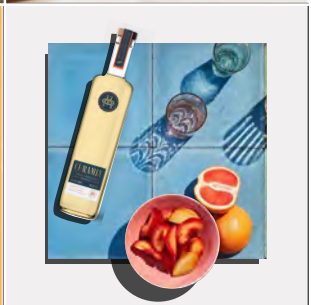
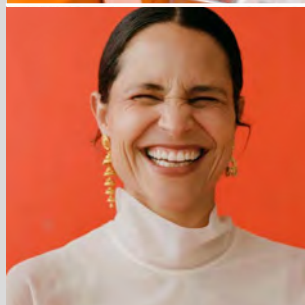
influencer programs and ugc



brand franchises: i.e; #whenincuramia or Behind the Orange Door #curamiaatthetable



beautiful product photography

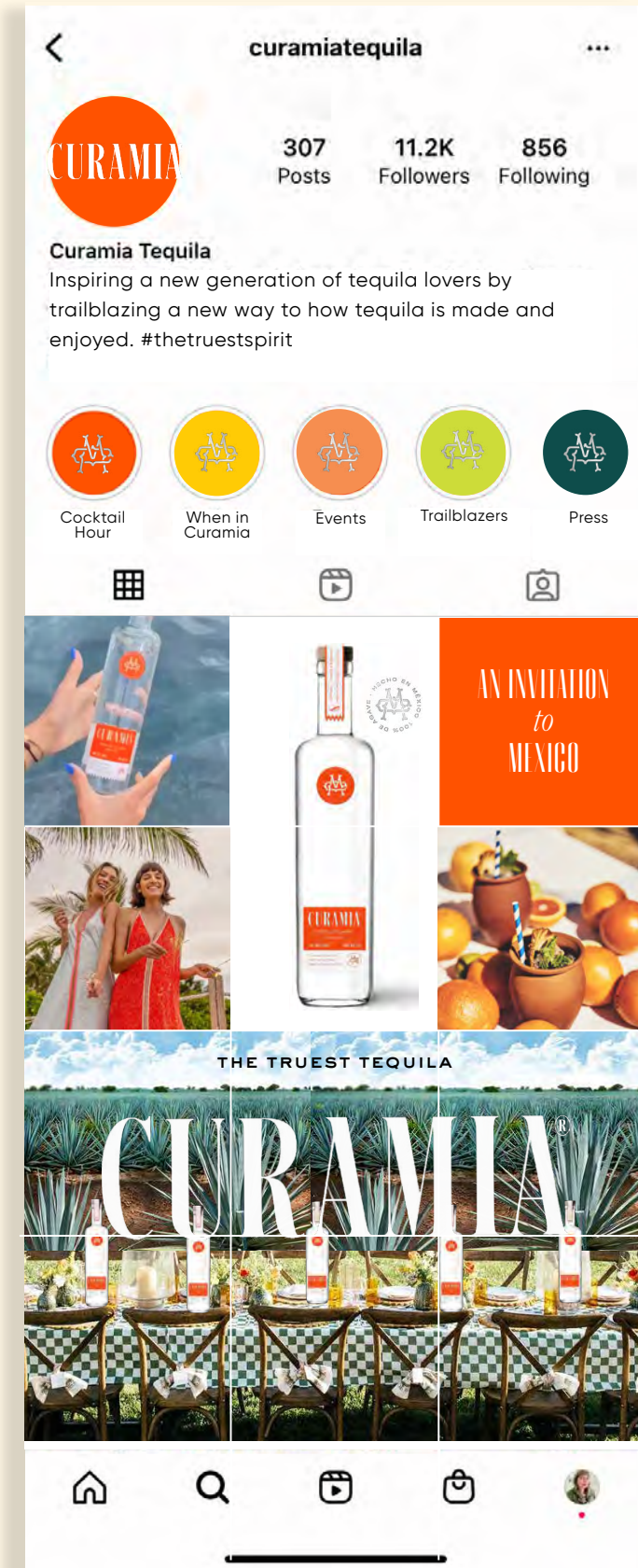


proprietary cocktail recipes/imagery #drinkswithdafna

curated lifestyle imagery. credit sources.



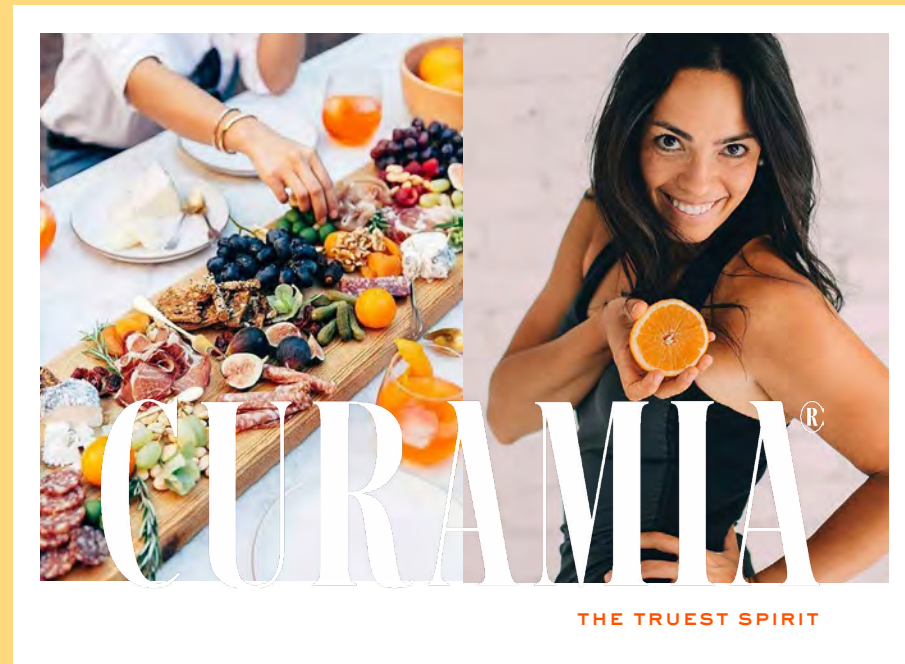
THE CURAMIA SOCIAL FEED



original video content shot monthly, specifically for social

brand campaign / original content shot in Jalisco #aninvitationtomexico

COLLATERAL & IN-STORE MARKETING



CURAMIA

THE TRUEST SPIRIT

Don't be fooled by the sleek bottle. Or its super smooth finish. Trust your taste buds. The most exciting new tequila just might be one that's deliciously accessible, and not just for your top-shelf trophy case. Curamia ("Cure me" in Spanish) is straight from the heart of a Mexican chef and the lowlands of Jalisco. Traditionally pure-crafted, you can taste the sunshine of fruit forward, bright notes, and the polish of a clean, smooth finish. Sip it like a boss, or a Mexican grandmother (she was the boss, and our inspiration).

CURAMIA IS TEQUILA THAT MEXICANS WOULD DRINK

And those of us who prefer to sip sustainably-made blanco, reposado, and soon-to-come cristelleno. Welcome to a blazing fresh take on a true Mexican tequila. One that's citrus and sunshine. Full-bodied fruit and clean of additives. It travels well, beyond a menu—to dinner parties, poolside, or your kitchen while you cook. So gather friends and family, sipping snobs, wellness lovers, soon-to-be-friends, or enjoy it solo! We created this tequila to celebrate life's brightest moments. And we're thrilled to share it with you and your table.

BLANCO

ABOUT

AGAVE TYPE
Blue Weber / Tequilana Weber

ABV / PROOF
40% abv (80-proof)

FERMENTATION
100% Agave
Fermentation with and without fibres
Stainless steel tanks

AGAVE REGION
Tequila Jalisco

WATER SOURCE
Deep well water

STILL TYPE
Column & copper pot

CRUSHING
Diffuser

DISTILLATION
2x

COOKING
Thermal

No additives — Kosher — Natural cork

TASTING NOTES


COLOR
Transparent with silver hues

NOSE
Donut peach, tangerine, mango,
grated lime zest with floral notes of
orange blossom and sun riped earth.

TASTE
Fruity & floral with sweet, warm notes
of agave, pineapple and pear.

FINISH
Bright finish with subtle notes of salted
jalapeño & white pepper.








QUALITY HAPPY,
WITHOUT
HOLLYWOOD HYPE

PRUEBA TEQUILA

CURAMIA[®]



#ALEGACYWORTHSHARING



CHEERS TO A TEQUILA
MEXICANS
WOULD DRINK

THE TRUEST TEQUILA

CURAMIA

#ALEGACYWORTHSHARING



CURAMIA

COLLATERAL & IN-STORE MARKETING



THE HOUSE OF
AGAVE
EST. 1942

HIGH QUALITY HAPPY,
WITHOUT
HOLLYWOOD HYPE

THE TRUEST TEQUILA

CURAMIA[®]



THE HOUSE OF
AGAVE
EST. 1942

CARAMEL
IS FOR LATTES
NOT TEQUILA

THE TRUEST TEQUILA

CURAMIA[®]



THE HOUSE OF
AGAVE
EST. 1942

NOTHING ARTIFICIAL.
LIKE OUR GRANDMOTHERS
WHO DRANK IT FIRST

THE TRUEST TEQUILA

CURAMIA[®]



750 ML.
OF
EVEN BETTER
WITH AGE

750 ML.
OF
CITRUS &
SUNSHINE

750 ML.
OF
LET'S
CELEBRATE

CURAMIA
TEQUILA ANEJO
PREMIUM
CONT. NET. 750ml 40% ALC. VOL.

CURAMIA
TEQUILA BLANCO
PREMIUM
CONT. NET. 750ml 40% ALC. VOL.

CURAMIA
TEQUILA REPOSADO
PREMIUM
CONT. NET. 750ml 40% ALC. VOL.



100% DE AGAVE · HECHO EN MEXICO



CURAMIA

A FRESH TAKE
ON THE
FAMILIAR



CURAMIA TEQUILA.COM
#ALEGACYWORTHSHARING

PAIRS PERFECTLY
with LONG WEEKENDS



#alegacyworthsharing



100% DE AGAVE · HECHO EN MEXICO



CURAMIA

INSPIRING
A NEW GENERATION
OF TEQUILA LOVERS



CURAMIA TEQUILA.COM
#ALEGACYWORTHSHARING



Mixology

CURAMIA
THE TRUEST SPIRIT

100% DE AGAVE · HECHO EN MÉXICO

**MAKE
CURAMIA'S SIGNATURE
PALOMA**

IN 5 EASY STEPS

Cocktail Hour

CURAMIA
THE TRUEST SPIRIT

**A FRESH TAKE
ON
TEQUILA**

BY DAFNA MIZRAHI



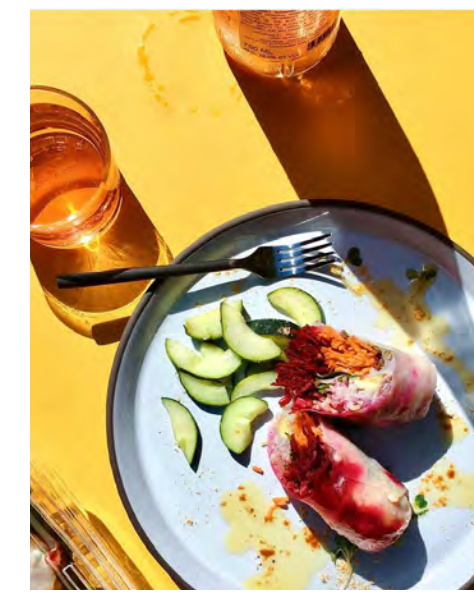
100% DE AGAVE · HECHO EN MÉXICO

CURAMIA

**A FRESH TAKE
ON THE
FAMILIAR**

**PAIRS PERFECTLY
with BRUNCH & BFFs**

#alegacyworthsharing



100% DE AGAVE · HECHO EN MÉXICO

CURAMIA

**A LEGACY
WORTH
SHARING**

**PAIRS PERFECTLY
with PICNIC DINNERS**

#alegacyworthsharing



100% DE AGAVE · HECHO EN MÉXICO

CURAMIA

**INSPIRING
A NEW GENERATION
OF TEQUILA LOVERS**

**PAIRS PERFECTLY
with LONG WEEKENDS**

#alegacyworthsharing

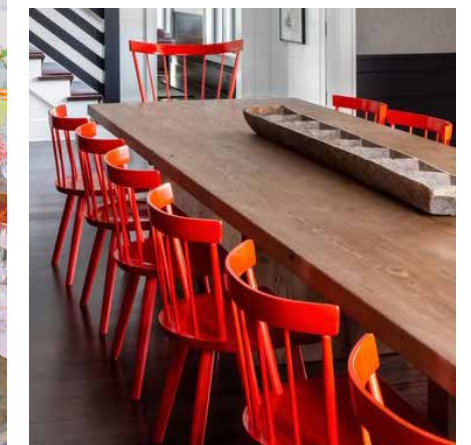
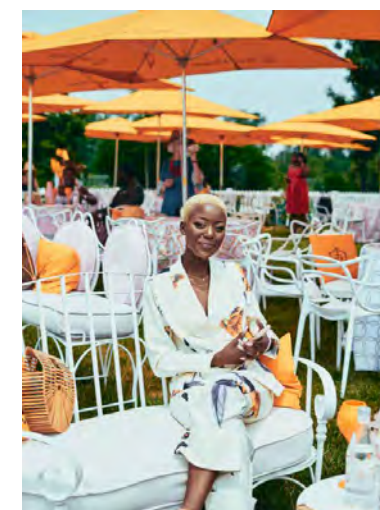
BRAND ACTIVATIONS BEHIND THE ORANGE DOOR



WE LIKE TO
MAKE AN
ENTRANCE!

Iconic visual narratives, seen and shared on repeat, make brands not only recognizable but note-worthy. Enter a freestanding **ORANGE DOOR**—an eye-catching portal to all things Curamia—or gather around our long **ORANGE TABLE**. Use them both or individually at events to create a selfy worthy welcome to an immersive brand experience.

AT OUR TABLE
(YOU CAN'T MISS IT!)
THERE'S ALWAYS
AN OPEN SEAT FOR YOU.





SWAG, LOYALTY PROGRAMS
& INFLUENCER GIFTING



CURAMIA®

AND TO ALL
OUR KINDRED TRAILBLAZERS,
MENTORS & SUPPORTERS,
WE THANK YOU!



ANDREA COTA



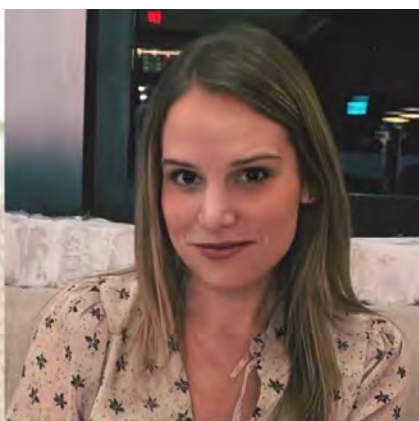
MARIA JOSE COTA



HEATHER ZUCKERMAN



MINDY GROSSMAN



DEBRA BEARD



CINDY CITRONE



JULIA MERCK

