



# TEQUILA PARTIDA®

## PARTIDA BLANCO

Tequila Partida crafted the world's highest-rated tequila by honoring the agave. Named in honor of 3<sup>rd</sup> 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.

**Age:** Unaged

**Appearance:** Crystal clear **Aromas:**

Agave & cooked yams **Flavor Profile:**

- True and fresh expression of blue weber agave
- Red ruby grapefruit & mint



**“BOTH FLORAL AND SPICED, THIS IS A GLORIOUS BLANCO WITH AN ELEGANT AGAVE NOSE, VELVETY TEXTURE, AND GOOD LENGTH. MAKE YOUR MARGARITAS WITH THIS.”**

- Tasting Panel -



## 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 & color



**THE PRISTINE  
SERVE**

To savor the world's  
highest-rated tequila

## SERVE STRATEGIES

- Neat in stemware
- Tequila soda
- Elevated tequila cocktails and juice pairings

## TARGET CONSUMER

- 25 – 34 years old
- Male & female
- High income

## SHELF STRATEGY

- Super premium tequila section
- Eye-level, marques blocked together
- Adjacent to Don Julio



PACK	Blanco 375 mL	Blanco 750 mL
Bottle UPC:	701530513502	701530510501
Case SCC:	20701530510307	10701530510508
ABV (Alcohol %):	40%	40%
Volume (L):	375 mL	750 mL
Bottles per Case:	12	6
Cases per Layer:	12	12
Layers per Pallet:	7	8
Cases per Pallet:	84	96
Case Length (in.):	13.6	10.8
Case Width (in.):	10.1	9.5
Case Height (in.):	8.2	9.8
Case Weight (lbs.):	23	22

BLANCO 375 ML



BLANCO 750 ML

