



TEQUILA PARTIDA®

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

PARTIDA AÑEJO

Age: 18 months

Appearance: Intensely golden with bronze tones

Aromas: Oak, dry fruits, & butter

Flavor Profile:

- Clean and full-bodied with a hint of spice
- Banana, maple honey, & chocolate



**“PARTIDA TEQUILAS ARE SIMPLY
THE FINEST LINE OF TEQUILAS
THAT MONEY CAN BUY.”**

- F. PAUL PACULT, THE SPIRIT JOURNAL -



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
- Elevated tequila or whisky-centric cocktails

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	Añejo 750 mL
Bottle UPC:	701530512505
Case SCC:	10701530512502
ABV (Alcohol %):	40%
Volume (L):	750 mL
Bottles per Case:	6
Cases per Layer:	12
Layers per Pallet:	8
Cases per Pallet:	96
Case Length (in.):	11.4
Case Width (in.):	12.6
Case Height (in.):	9.5
Case Weight (lbs.):	22.20

