

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

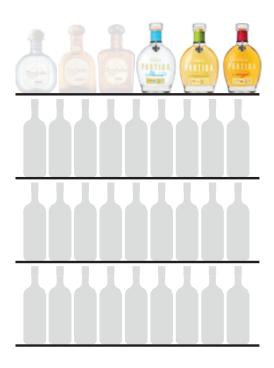
- · Neat in stemware
- · Elevated tequila or whisky-centric cocktails

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 SOC:	10701530512502
ABV (Alcohol %):	40%
Volme (L):	750 mL
Bottles per Case:	6
Cases per Layer:	12
Layers per Pallet:	8
Cases per Pallet:	96
Case Length (in.):	11.4
CaseWidth (in.):	12.6
Case Height (in.):	9.5
Case Weight (lbs.):	22.20

