



introducing

# PARTIDA AÑEJO CRISTALINO

Partida's newest gem, Añejo Cristalino, honors the 15<sup>th</sup> Anniversary of Jose Valdez, Tequila Partida's Maestro Tequilero who has combined innovative, modern practices with time-honored tequila making traditions. His dedication to purity and perfection for Tequila Partida is reflected in this new flawless, crisp, and clear Añejo Cristalino.



Partida Añejo Cristalino begins with Partida's highly acclaimed Añejo Tequila which is aged for a minimum of 18 months in ex-bourbon barrels to develop a full-bodied Tequila with hints of spice, maple syrup and chocolate.

This intensely flavored Añejo is then transformed through a natural filtration process that removes color and heaviness from oak aging while retaining and enhancing the liquid's defined body, aromas and complex flavors. Before bottling, this clear, complex and crisp Añejo rests quietly to ensure it retains its flawless clarity, like a brilliant diamond.

Tequila Partida has perfected an all-natural charcoal filtration process in order to eliminate the need for additives that are often used to help soften the liquid and enhance the flavor. This results in a 100% all natural, complex, crisp yet surprisingly clear and smooth 18-month-old Añejo. Enjoy this flawless gem in classic cocktails to enhance their flavors or neat to savor the complex characters of the crystal-clear liquid.

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**COLOR** Clear with light golden highlights

**PALATE** Intense, sweet high-density fruit

**FINISH** Prolonged & gentle while pleasantly dry & tart

**AROMA** Toasted oak, maple syrup, vanilla, quince, & figs

**ABV** 40%



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**PARTIDA**  
**AÑEJO CRISTALINO**

KEY SELLING POINTS

- US Cristalino Market exploding with **double-digit growth\*** (Nielsen 52WE 9.5.20)
- Cristalino is the **fastest-growing segment** of tequila in Mexico
- Cristalino category has grown over 60% in last 5 years US
- Partida Cristalino is **100% natural** with no artificial flavoring or coloring
- Partida Cristalino starts with **award-winning Añejo\*\***



**PRIME MATURE AGAVE**  
 Produces ripe, full-flavored agave



**24 HOUR FIELD TO COOKING**  
 Preserves fresh agave flavor



**STAINLESS STEEL DISTILLATION**  
 Preserves agave purity



**AGED BEYOND EXPECTATION**  
 Enhances natural agave flavor & color



**THE PRISTINE SERVE**  
 To savor the world's highest-rated tequila

TRADE POSITIONING

Focus: On-Premise

- Key existing Partida accounts
- Premium Mexican and tequila "A" accounts
- Premium cocktail bars

Off-Premise:

- Eye-level placement to the left of Partida Añejo and/or secondary placement in Cristalino Section
- Independent accounts in key Latino neighborhoods
- Key Partida accounts with current Añejo listing

Target Consumer: Tequila Tastemakers

- 20 to 40+ years old, educated
- SKUs Latino/Mexican Heritage (familiar with Cristalinos from travels to Mexico)
- Like discovering new things and quality tequilas

DRINK STRATEGY

- Partida Cristalino Margarita served up in Martini Glass
- Upgrade cocktails with this complex & crystal-clear liquid

\* (Nielsen 52WE 9.5.20) \*\* (USC 94 - 2017; 93 - 2019)



UPC	7503022413368
SCC	17503022413365
Volume/Bottle (L):	.750
ABV%	40
Cases per Layer	12
Cases per Pallet	96
Layers per Pallet	8
Bottles per Case	6
Bottles per Layer	72
Bottles per Pallet	576
Case Length (in)	11.4
Case Width (in)	12.6
Case Height (in)	9.5
Case Weight (lbs)	22.2