



introducing

PARTIDA ROBLE FINO REPOSADO



Partida Roble Fino is *the single malt of Tequila* combining the world's highest-rated tequila and the most sought-after sherry oak casks.

When Partida's Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world's finest Single Malts. He envisioned an amazingly rich product that combines Single Malts Best in Cask Management and the World's Highest-Rated Tequila. From this vision came *Roble Fino*, meaning *Fine Oak*.

Roble Fino Reposado begins with Partida's highly acclaimed Reposado which is aged for a minimum of 6 months in ex-bourbon barrels to develop a brilliant, full body with notes of caramel, vanilla and charred oak. This harmonious and well-balanced reposado then continues its aging for an additional 2 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky. The result is an intense and complex spirit that is bottled at 43% ABV for optimal flavor and body.

COLOR

Intense and brilliant
amber

AROMA

Toasted oak, dry fruits,
whisky, and agave

ABV

43%

PALATE

Presence of cooked
agave with hints of
vanilla, maple syrup,
anise, quince, and
dried fruits

FINISH

Long finish with a
final dry and sweet
touch of Sherry



PARTIDA ROBLE FINO REPOSADO SHERRY OAK FINISH

KEY SELLING POINTS

- Ultra premium (\$100+) tequilas are the 2nd largest and fastest growing prestige+ spirits segment*
- Ultra Premium (\$100+) Tequilas are the fastest growing tequila segments*
- Tequila is the fastest growing spirit On & Off Premise**
- The World's Highest Rated Tequila*** combined with the most sought after ex-single malt sherry casks
- 100% natural with no artificial flavoring or coloring
- Agave is harvested in the same region that it is produced
- Field to Glass Foundations



New packaging,
same amazing
liquid.

				
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 EXPECTATION Enhances natural agave flavor & color	THE PRISTINE SERVE To savor the world's highest-rated tequila

TRADE POSITIONING

Focus: Off-Premise:

- Key chain accounts
- Luxury, high-end independent accounts
- Top-shelf, eye-level placement, adjacent to Cincoro and Clase Azul

On-Premise

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

Target Consumer: Spirit Evangelists

- 30 to 55 years old, educated, affluent \$100k+ HHI
- Quality-seeking individuals who like to experience & share premium products with friends that reflect their lifestyle

DRINK STRATEGY

- Served neat in Tequila stemware

UPC	7503022413344
SCC	17503022413341
Volume/Bottle (L):	.750
ABV%	43
Cases per Layer	18
Cases per Pallet	72
Layers per Pallet	4
Bottles per Case	6
Bottles per Layer	108
Bottles per Pallet	432
Case Length (in)	10.315
Case Width (in)	8.898
Case Height (in)	12.795
Bottle Weight (in)	4.78

*IWSR, \$ VALUE '19-'23 CAGR ** Nielsen ***Ultimate Spirits Challenge



introducing

PARTIDA

ROBLE FINO CRISTALINO



Introducing the first ever Reposado Cristalino finished in ex-single malt, sherry season casks. Partida Roble Fino is *the single malt of Tequila* combining the world's highest-rated tequila and the most sought-after sherry oak casks.

When Partida's Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world's finest Single Malts. He envisioned an amazingly rich product that combines Single Malts Best in Cask Management and the World's Highest-Rated Tequila. From this vision came *Roble Fino*, meaning *Fine Oak*.

Roble Fino Reposado Cristalino begins with Partida's highly acclaimed Reposado which is aged for 6 months in ex-bourbon barrels to develop a brilliant, full body with notes of caramel, vanilla and charred oak. This harmonious and well-balanced reposado then continues its aging and is finished for 2 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky. The Reposado Cristalino is then naturally filtered to remove all color while retaining its defined body and the complex flavors and aromas achieved through the double aging process.



COLOR

Transparent, crystal clear

AROMA

Hazelnuts, green olives, wood, and sweetness

ABV

40%

PALATE

Exploding flavors of dried fruits, cooked agave, toasted oak, vanilla, and nuts

FINISH

Tannic and dry with a hint of black peppercorn



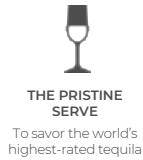
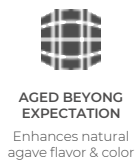
PARTIDA ROBLE FINO CRISTALINO SHERRY OAK FINISH

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TRADE POSITIONING

Focus: Off-Premise:

- Key chain accounts
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On-Premise

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DRINK STRATEGY

- Served neat in Tequila stemware

UPC	7503022413337
SCC	17503022413334
Volume/Bottle (L):	.750
ABV%	40
Cases per Layer	18
Cases per Pallet	72
Layers per Pallet	4
Bottles per Case	6
Bottles per Layer	108
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PARTIDA ROBLE FINO AÑEJO



Partida Roble Fino is the single malt of Tequila combining the world's highest-rated tequila and the most sought-after sherry oak casks.

When Partida's Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world's finest Single Malts. He envisioned an amazingly rich product that combines Single Malts Best in Cask Management and the World's Highest-Rated Tequila. From this vision came *Roble Fino*, meaning *Fine Oak*.

Roble Fino Añejo begins with Partida's highly acclaimed Añejo which is aged for an extensive 18 months in ex-bourbon barrels to develop a full-bodied Tequila with hints of spice, maple and chocolate. This intensely flavored and spiced tequila then continues its finishing for an additional 5 months in ex-single malt, sherry seasoned casks from the most sought-after Scotch Whisky. To appreciate the complexity and depth in flavor, the tequila is finished at 45% ABV, bringing together the two worlds in perfect harmony.

WINE ENTHUSIAST 2022

TOP 100
SPIRITS



COLOR

Outstanding gold color with reddish shimmer & a beautiful brilliance

AROMA

Sweet & woody aromas denote a prolonged maturation with notes of pear & dill.

PALATE

Clean & smooth with sweet notes of dried fruits, toasted oak, chocolate, & cooked agave.

FINISH

Sweet and woody finish with hints of whisky & sherry.

ABV

45%

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**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
EXPECTATION**
Enhances natural
agave flavor & color


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

TRADE POSITIONING

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DRINK STRATEGY

- Served neat in Tequila stemware

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UPC	7503022413351
SCC	17503022413358
Volume/Bottle (L):	.750
ABV%	45
Cases per Layer	18
Cases per Pallet	72
Layers per Pallet	4
Bottles per Case	6
Bottles per Layer	108
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