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TEQUILA KOMOS

100% DE AGAVE AZUL

AÑEJO RESERVA

99
POINT SCORE
TASTING PANEL
MAGAZINE 2023

THE HIGHEST
RATED TEQUILA
COLLECTION

THE KOMOS ETHOS

Komos redefines ultra-luxury tequila, combining the highest craft of tequila-making and innovative winemaking techniques to create the most premium spirit for any occasion. Made in Mexico, with its essence inspired by Komos—the ancient mythical figure of merrymaking and festivity—it respects tradition but is not bound by the past. Like its namesake, Komos turns any moment into a timeless expression of revelry.

THE CRAFTSMANSHIP OF KOMOS AÑEJO RESERVA



1. PERFECT AGAVE

Only perfectly ripe 100% Blue Weber Agave are hand harvested from both the highlands and lowlands of the Tequila Valley in Jalisco, Mexico.



2. TWICE-DISTILLED

We roast the piñas in traditional stone ovens in Tequila, Mexico. The aguamiel (sweet water) is naturally fermented and twice-distilled in copper pot stills.



3. AGED IN SPECIAL BARRELS

Our Añejo Reserva is aged for a minimum of 12 months in a blend of French oak wine barrels, bourbon barrels, and sherry casks.



4. MASTERFULLY BLENDED

We masterfully blend the Añejo Reserva to create a luxurious, round, and unique expression that highlights the rich chocolate and fruit flavors from the Sherry casks.



5. GENTLY AERATED

The final touch is to aerate the tequila to make the mouthfeel softer and smoother, while adding a richness and roundness.



6. UNIQUE BOTTLE

The bottle is handmade by artisans and designed to be upcycled. The striking white ceramic evokes the beauty of the Mediterranean while preserving the aromas within it.

TASTING NOTES

NOSE: Rich coffee mixed with caramel toffee, lifted by bright citrus zest

PALATE: Soft and full, with hints of hazelnut and dried apricots

FINISH: Lingering, with allspice, white pepper, and opulent amber notes

ENJOY NEAT, ON THE ROCKS, OR IN YOUR FAVORITE COCKTAIL



KEY SELLING POINTS

- Komos is the **fastest-growing** tequila brand in the \$100+ category in both dollars and volume¹
- Komos is the #1 share gainer in the \$100+Bottle segment²
- Komos is the **highest-rated** tequila portfolio, and includes the first-ever 100 point rating, by Tasting Panel
- Our Master Distiller offers a unique “**winemaker’s touch**” to the tequila category, pioneering innovative wine production methods in the craftsmanship of Tequila Komos
- Tequila Komos is a **leader in sustainability**, repurposing production waste to support local Mexican infrastructure initiatives such as schools, libraries and shelters
- Lucrative purchase velocity** increases when 3 Komos expressions (3 SKUs vs. 1 SKU) are merchandised on retail shelves and backbars by +282%³

1. Nielsen 2. Nielsen 3. VIP-iDig via US Distributor Network Filed RAD

POINT OF SALE

On Premise



Tasting Flight Board



Luxury Pin

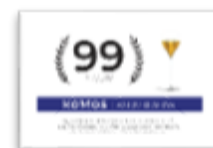


Ice Bucket



Bottle Presenter

Retail



Shelf Talker






Shelf Acrylics



Shelf Glorifier



Floor Rack

Size	Bottles per case	Proof / Alc. Vol.	Bottle size	BARCODE (bottle)	SRP per bottle
375 ml	12	80 proof / 40 % ABV	(h) 10 in (w) 3 in		\$ 89.99
750 ml	6	80 proof / 40 % ABV	(h) 13.19 in (w) 3.7 in		\$ 139.99
1.75 L	3	80 proof / 40 % ABV	(h) 16 in (w) 5 in		\$ 289.99



TEQUILA KOMOS

DISTRIBUTION & MERCHANDISING GUIDELINES

DISTRIBUTION OBJECTIVES

- Focus distribution in Komos Target Account List with emphasis on key subchannels:
 - OP: fine dining, luxury lodging, nightlife, day clubs, country/private clubs, craft cocktail
 - Retail: high image independent liquor stores, high value chains, and fine wine stores
- Increase velocity via billboard effect by merchandising 3+ PODs per AP with multiple expressions and multiple sizes on both the back bar and at retail
 - Where 3 PODs are currently merchandised, expand to 4 with the addition of Añejo Reserva
- Maximize selling opportunities with all three size formats - prioritizing 750ml
 - Increase visibility and PODs with 375ml and 1.75L on shelf and back bar
 - Leverage 1.75L for nightlife and bottle service accounts
 - Use 375ml for tableside serve, hotel amenity programs, and to increase trial

MERCHANDISING GUIDELINES

- Merchandise on shelf using the shelf talkers or glorifiers by price flow: Reposado Rosa, Añejo Cristalino, Añejo Reserva, Extra Añejo
- Merchandise floor racks top down with Extra Añejo displayed in the lock box, followed by Añejo Reserva, Añejo Cristalino, and Reposado Rosa
 - If an account does not have Extra Añejo, display one of each expression in the lock box
- Position on top shelf and on menus next to comparative set (Clase Azul and Don Julio 1942)
- Leverage OP POS ice buckets and bottle presenters for maximum visibility in nightlife & day club accounts
- Leverage OP tasting trays to encourage 3-flight listing on menus

