



TEQUILA  
**KOMOS**

100% DE AGAVE AZUL

EXTRA  
AÑEJO

the FIRST ever  
**100**  
POINT SCORE  
TASTING PANEL  
MAGAZINE 2022

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 EXTRA AÑEJO



### 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 Extra Añejo is aged for a minimum of 3 years in both French oak white wine and American oak whiskey barrels to ensure a most opulent expression.



### 4. MASTERFULLY BLENDED

The richness of American oak is masterfully blended with the refinement of French oak to make our unique Extra Añejo.



### 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 reactive turquoise ceramic evokes the beauty of the Mediterranean while preserving the aromas within it.

## TASTING NOTES

**NOSE:** Dried peach, pecan pie, exotic spice

**PALATE:** Orange peels, candied ginger, toasted pecans

**FINISH:** Light smoke with creamy, round finish

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 volume<sup>1</sup>
- Komos is the #1 share gainer in the \$100+Bottle segment<sup>2</sup>
- 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%

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
750 ml	6	80 proof / 40 % ABV	(h) 13.19 in (w) 3.7 in		\$499.99



# 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

