



TALEROTM
TEQUILA

DRINK ORGANIC  **DRINK RESPONSIBLY**



THE WORLD'S FIRST LUXURY ORGANIC TEQUILA.™

THE “EXPERTS” AGREE



TALERO SILVER “ORGANIC” TEQUILA WINS THE DOUBLE GOLD, SAN FRANCISCO WORLD SPIRITS COMPETITION!

Talero Tequila, an Organically Certified Product, was awarded a Gold Medal as well as a Trophy after being named Tequila of the Year 2016 by The China Wine & Spirits Awards (“CWSA”) (<http://www.cwsa.org>)!

TALERO

TEQUILA

Talero tequila is made from the finest blue agave grown within the region of “Jesus Maria” a small town located in “Los Altos de Jalisco” (Jalisco’s Highland). Jesus Maria sits within Guadalajara’s highest mountain range within the region of Jalisco - the homeland of tequila.

Talero’s organically grown agave plants are meticulously looked after until they reach peak maturity, a process that can take 6 to 12 years.

The heart of the agave, is then slow-roasted in traditional ovens, releasing the sweet sugars. Before the distillate process. Unlike other tequila distilleries, **we do not employ commercial yeast in the fermentation process**, which results in a cleaner, more refined taste. **We do not use any toxic pesticides or artificial growth accelerants** hence leaving us with an Organic Product called **Talero**.



INTRODUCING “TALERO” TEQUILA

- Talero Blanco (Silver):
- Taste Profile: has less of the traditional burn
- Appearance: Crystal clear and viscous
- Aroma: White pepper and citrus fruits
- Taste: Soft with a light spice
- Mouth Feel: Round and velvety
- Finish: Smooth
- Talero



THE ALL NATURAL ECO-FRIENDLY BOTTLE

The Talero brand is committed to being as eco-friendly as possible. We believe it is our responsibility to help create and maintain a clean environment, In addition to Talero Tequila branded and certified as “**Organic**” the bottle itself is labeled as “**Green**” Our bottle is manufactured from recycled glass, the label is hand painted vegetable ink, our cork is 100% natural and the cap is 100% recycled Aluminum.





RECOGNITION BY THE U.S. DEPT. OF AGRICULTURE

Talero has had the privilege of being recognized as part of the Bioagricert Family of Products known throughout the world as a TRUE ORGANIC PRODUCT!

Bioagricert is an independent entity, established in 1984 to regulate the organic certification process and to accelerate the spread of organic-quality agriculture. The controls required for Bioagricert, the leading certification council for international beverage alcohol, are recognized by the U.S.D.A. and are strictly adhered to throughout the Talero manufacturing process, making Talero Tequila the first of its kind anywhere. www.bioagricert.org

www.bioagricert.org

BIOAGRICERT – Organic Certification of Talero

- Bioagricert www.bioagricert.org
International Body Recognized by the U.S. Dept. of Agriculture
- **Bioagricert** has been the first technical independent body for the control and the certification of the productions recognized by the Agriculture Ministry as the national body authorized to the production control after the ECC rules n. 2092/91. The organization was the first in Italy in 1984 to manage organic certification, it has been operating since then with the same seriousness with the aim of spreading and developing the organic quality agriculture.
- **Bioagricert certification is carried out through controls all along the manufacturing chain, included administrative and analytical controls** with inspections throughout the whole process. Bioagricert technicians carry out audits in the companies to verify the conformity of the production, transformation and distribution process with the rules and technical regulations of the organic agriculture.
- For years the brand has been **synonymous with “organic” high quality**. After the various controls the companies which have obtained the certification can use the brand “Bioagricert” registration. Said brand has been known for years as one of the most important ones because of its punctual and innovative verifying methods. Bioagricert guarantees at any time high quality product, from the grain to the shelf corresponding to the most severe standards and ECC rules. The Bioagricert brand means for the companies a way to give value and a way for diversifying their own organic productions
- Since 1984 Bioagricert has been the best possible response to the demand for certainty from organic producers and consumers.



The New Ultra-Premium Tequila Market Talero Breaks the Mold:

Talero's Introduction shakes up the category

- A landscape that now presents a contender
- Classic lines with a modern sophistication
- Beautiful look and well balanced user friendly feel
- Talero presents - The Modernization Of Tequila.



THE WORLD'S FIRST LUXURY ORGANIC TEQUILA.™



What is Talero Tequila?

Positioning and Reason to Believe

- Talero tequila is positioned as “The World’s First Luxury and Delicious “Organic” Tequila™”
- We have endeavored to create a product that, while it will present competition to the established tequila leaders, it will also attempt to steal share from the “overall” spirits category.

Support:

- I. A proprietary, dynamic and beautifully designed bottle. The bottle presents a well balanced design which is bartender friendly and stands out against all other tequilas as well as all other spirits on a bar. The brand has been created not only to compete with the Tequila set – but also with the entire “spirits’ category.
- II. The taste of Talero tequila is delicious. Based on a proprietary fashion in which the tequila is made, distilled and filtered through active carbon, we have created a product that is extremely well received by all audiences. Comments are typically as follows:
 - *“This is too smooth to be a tequila...”*
 - *“I did not know tequila could be this delicious...”*
 - *“I don’t like tequila,.... but this is really good....”*
- III. The Organic certification. The brand has been certified by more than five federal divisions within three countries (Mexico, United states, and Italy)
- III. A solid, competitive price point positions the brand as “premium” yet affordable. (S.R.P \$29.99 - \$34.99)



Why “Organic” Tequila

Tequila comes from Agave plants that grow in the earth for over 6 years. Organic means there are no artificial fertilizers, pesticides, growth accelerants, or added chemicals.

Consumer trends confirm consumers are buying more and more organic products. They are often willing to even pay a premium for these products because they recognize they are better and a smarter choice.

Humorous analogy: *“Tastes Great > Less Bad For You”*.

Consumer Need	Current Consumer Behavior	Problem With Current Solution	Better Solution (Organic Tequila)
Premium Tequila that tastes good/delicious	Purchase Patron by default based on marketing impression	Tastes terrible, is expensive and is not organic	Talero tequila – Delicious Organic. Certified by the U.S.D.A
Minimize hangover	Drink super premium alcohols instead of other spirits	Traditional alcohol impurities/toxins still cause a hangover	No added sugar, glycerin, flavor neutralizers or anything artificial. Carbon filtration leaves no Impurities.
Increase level of Social activity/fun and product enjoyment	Order shots of inferior quality non-organic tequila product	Increased hangover	Talero tequila – because good tequila shouldn’t taste bad.
Attractive contemporary tequila bottle on bar	Few alternatives to bottles that handle well and can hold there own with top shelf bottles (Grey Goose, Belvedere, Tanqueray Ten	Most tequila bottles present poorly designed with Rustic tonality (By Mexicans, for Mexicans)	Talero presents in a well balanced user friendly striking bottle that provides immediate stature to any bar.



Talero Tequila Target Consumer

We Have Created A New Style of Product and Positioning for the Tequila Category

Talero tequila presents the “*Modernization of Tequila*”

(Silver, Reposado, Anejo)

- Sexy
- Contemporary
- Stylish
- Great taste: No burn, not sour, extremely smooth
- Delicious
- Certified Organic



100%

*Certified
Organic*

TALERO™
TEQUILA





THE WORLD'S FIRST LUXURY ORGANIC TEQUILA.



IN A CATEGORY BY ITSELF

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DRINK ORGANIC. DRINK RESPONSIBLY.

THE WORLD'S FIRST LUXURY ORGANIC TEQUILA.™



THE MODERNIZATION OF TEQUILA...



THE WORLD'S FIRST LUXURY ORGANIC TEQUILA.™



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BECAUSE GOOD TEQUILA...SHOULDN'T TASTE BAD.



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TALERO™ TEQUILA

DELICIOUS ORGANIC TEQUILA.

BECAUSE GOOD TEQUILA...SHOULDN'T TASTE BAD.™

