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Triple Grand Slam Tequila Comisario Double Gold

FOR THE FIRST TIME IN
COMPETITION HISTORY
TEQUILA COMISARIO
WINS AN UNBELIEVABLE
DOUBLE GOLD RATING
FOR EACH EXPRESSION.

FIND OUT WHY
TEQUILA COMISARIO
WINS AGAIN
(AND AGAIN).

WWW.TEQUILACOMISARIO.COM

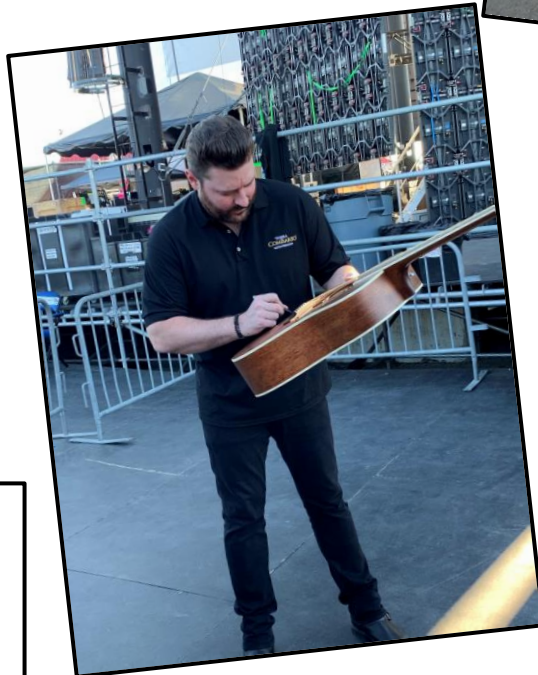




Franco Harris with
the
Tequila Comisario
Immaculate
Reception



Colt Ford
kicking off his
2021
USA Tour with
Tequila
Comisario and
a fully wrapped
Bus featuring it.



Chris Young
Autographing a
guitar for Tequila
Comisario



Featured at B.B. King's New York City



Tequila
Comisario at
Monterey Car
Week 2021,
with Porsche of
Monterey
And West
Coast Customs
partnership.

Tequila
Comisario in
the Rockies.
Our Distributor,
Empire Distr.
Co., making
deliveries
statewide.



Tequila
Comisario
Day of The
Dead
2021



Back of bottle image



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FIND OUT WHY AT
TEQUILACOMISARIO.COM



10 GOLD MEDALS | 10 DOUBLE GOLD | 98 POINTS

100% Blue Agave
Highlands Grown
Estate Bottled
Artisanal
Small Batch
Handcrafted
Double Distilled
Cold Filtered
Oxygenated
Oak Barrel Aging
Bright Agave Nose
Smooth + Creamy Finish

AÑEJO
2 GOLD
5 DOUBLE GOLD
98 POINTS

GOLD
Beverage Institute Review
2011 | 2012

DOUBLE GOLD
World Spirits
Cigar + Spirits Magazine
2011 | 2013 | 2018 | 2019 | 2020

China Wine + Spirits
Best Value
2014
98 POINTS
Cigar + Spirits Magazine
2014

BLANCO
6 GOLD
1 DOUBLE GOLD
95 POINTS

GOLD
World Spirits
Cigar + Spirits Magazine
2011 | 2012 | 2013 | 2018
Spirits of Mexico
2011 + 2013

DOUBLE GOLD
World Spirits
2019 | 2020
95 POINTS - #2 PLACE
World Spirits
2017
**#1 RATED BLANCO
FOR MARGARITAS**

REPOSADO
2 GOLD
2 DOUBLE GOLD
92 POINTS

GOLD
Cigar + Spirits Magazine
2013 | 2018

DOUBLE GOLD
WSWA Orlando
2019
Cigar + Spirits Magazine
2019 | 2020

DOUBLE GOLD
BIN Liquor Rank
2019

The new luxury sparkling in the basket.

Let your self be lead through history and the charm of a fine tradition. Be seduced by an exclusive lifestyle and taste its privileges. Enjoy the magic of beauty and let yourself go through your senses. You have joined the first class. Relax and enjoy the 18K.



Sensi Collezione Series



Sensi Super Tuscan Wines



Sensi 18K Sparkling



ELITE BEVERAGE INTERNATIONAL 970 NORTH TUSTIN AVENUE SUITE 100 ANAHEIM CA 92807 657 456-0082 WWW.ELITEBEVERAGE.COM

Since its release Tequila Comisario has become the most awarded brand in the entire Tequila category

TERROIR:

All of the factors that impact a particular fruit: heat, humidity, rain, sun exposure, soil type, etc., making that particular location unique, not to be replicated anywhere else, and traditionally, after many years (centuries) of experimentation arrive at what thrives best there.

APPELLATION:

A legally defined growing region, protected by its respective government as unique for the growing of the particular fruit / product, i.e. Bordeaux, Champagne, Scotland, Napa, etc.

Because of this uniqueness these select products acquire a cache and high selling price, unlike generic categories which may produced anywhere in the world.

JALISCO, MEXICO:

Is one of these select growing regions, with a legally protected appellation, and a unique terroir. Agreements with over 180 countries ensure respect for the appellation, thus today's 100% Blue Weber Agave Tequilas are receiving such high praise, taking the world by storm and competing with Brown Spirits globally with its aged expressions (Reposado, and Añejo, generating the highest growth curve and profit of all spirits categories, as well as having a Blanco (silver) to be enjoyed neat, or as a cocktail base.

TEQUILA COMISARIO

Estate Grown, in the unique appellation of the Highlands of Jalisco, with a unique terroir giving it a slightly more fruit forward profile, yet keeping in balance the peppery, earthy spiciness of the 100% Blue Weber Agave, along with subtle, complex note from its barrel aging programs.

Industry / Tequila Comisario overview

Impact Databank: Upscale Tequila Thrives Amid the Pandemic 12/15/2020: “Even with a stagnant on-premise environment, the Tequila market continues to surge to new heights, and is expected to reach 20 million cases (excluding pre-mixed cocktails) in the U.S. for the first time ever by year-end, according to Impact Databank. **Total retail value of Tequila in IRI channels for the 52 weeks ending November 29 soared 41% to \$745 million, compared to a 22% gain for the entire spirits sector.** Tequila shipment volume from Mexico to the U.S. increased 22.5% year-to-date through November, and comprised 88.5% share of all exports worldwide, according to the Consejo Regulador del Tequila. Upscale brands (\$30 and above a 750-ml.) have driven category growth for much of the past two decades, and the 100%-blue agave segment has once again outperformed the Tequila market overall year-to-date, with shipments to the U.S. rising 27.5% and comprising 60% of sector volume....”

Tequila is now the 3rd largest category in the entire Spirits Business:

Patron is acquired by Bacardi for a total of 5 billion dollars.

Casamigos is acquired by Diageo for 1 billion dollars.

Herradura is acquired by Brown Forman for 800+ million dollars.

All of these Global Spirits / Wine Companies have distribution in over 190 countries, thus above acquisitions are on their way to Global distribution. Today's 100% Blue Agave aged (Reposado, Añejo, Extra Añejo) tequilas compete in quality and complexity with the world's scotches, bourbons, and Whiskeys – note Patron Tequila ad here attached.

These large commercial brands will open the doors globally, then small batch, artisanal brands like Tequila Comisario will follow their path. As a matter of fact, Massimo Sensi, 4th generation owner of Sensi Wines from Tuscany has offered to introduce us to all his distributors in the European Union – 27 countries, when Comisario is ready for that expansion.

Tequila as a category has a Blanco (Silver), allowing Tequila to compete in the mixology world, serve “shots” and be the base for Margaritas (#1 cocktail in USA), great flexibility indeed.

We at Tequila Comisario have 10,000 bottles of Extra Añejo, to be methodically released over the next few months. They will sell for an average of \$1,500 per bottle and further enhance the great reputation of Tequila Comisario.

All of the above acquisitions, along with Industry growth, and our own successes / execution, continue to enhance the value of Tequila Comisario.

Tequila Comisario, in its short 3.5 years in distribution (in spite of Covid-19 pause) has gained a national footprint as a favorite with our key distributors as well as becoming the most awarded tequila since its introduction. Now in over 30 states, soon to be in the high 30's during 2021.

- From a purely Branding point of view the future is indeed exciting:
- Extra Añejo Limited Release – not only a great profit maker, but also a huge reputation enhancer.
- Size expansions: 1.75L for Club / Bottle Service, 50 mls. for Airlines, Hotel mini Bars, etc.
- Mixology: Multiple Classic cocktails now being made with tequilas' multiple expressions, adding a bit more flavor to them.
- Comisario – the most awarded Tequila in the category since its release.
- Tequila Comisario is fulfilling its original plan – to be an “Estate Produced brand” (acquiring / building a new distillery is certainly part of that, with enough agave land in the Highlands of Jalisco), and competing in the global Brown Spirits Luxury Brands world, yet maintaining its original small batch, artisanal focus / quality.

Gran Comisario Extra Añejo

Appellation:

Highlands of Jalisco

Sub – Region:

Tepetitlan zone.

100% Blue Weber Agave

8 years old at harvest

8 years aging in American Oak

Wonderful, subtle notes of Agave spice, earth and pepperiness along with layered tones of vanilla , wood, caramel, spun honey from barrel exposure— achieving a wonderful balance between oak and fruit.

Limited one-time release from the original plantings of the Aceves Family Estate.

Estimated retail price - \$1,000 per 750ml

Final rendition will be available in a beautiful Gift Box.



Casa Aceves

We are a new generation of Master Distillers specializing in premium tequilas for successful brands.

Our partnership with the current 4th generation of the family allows us an Estate produced program from the coveted Highlands Appellation.

Aceves brothers are a new generation of Master Distillers with years of experience designing and manufacturing complex, premium quality tequilas at the crossroads where tradition meets innovation. Our passion is producing the world's most exquisite and renowned tequilas, smooth in texture, rich in taste, and comparable only to the finest cognacs and single malts.

E-Commerce platform



REACH

Reach a larger audience with national shipping

Enable consumers to order on the spot at events, using a tablet or their own mobile

CONTROL

Connect with customers directly and tell your brand story online

Control the customer journey from discovery, to purchase, to re-purchase

SCALABILITY

Monetize existing website traffic by selling directly from your site

Increase brand awareness and sales through digital advertising

Shipping to 31 states... and growing

Your customer, your data

Full transparency
DATA & ANALYTICS
Insights into your consumers for the first time in the beverage alcohol industry with real-time dashboards

National Sales Force with 20+ Sales Personnel



What We Can Do For You

We believe in partnerships and brand stewardship. We will increase revenue and valuation for select spirits and wines throughout the Americas. Our network of distribution partners and established sales channels will help further develop or kick-start your brand. We can help you formulate your vision and experience the success.

Full Sales Support

Marketing

Social Media

Ecommerce

CPG Partnerships

Brand Creation

Events

[Home](#) [Our Services](#) [Our Markets](#) [Our Expertise](#) [Our Clients](#) [About Us](#) [Contact Us](#)

Accelerate Your Success

MHW provides proactive, efficient solutions for global beverage alcohol companies. Turn-key services include import and export, distribution, licensing, compliance, logistics and fulfillment, and accounting.

International Logistics Platform:
Warehousing / Shipping / Compliance / Invoicing / Distribution / etc.

So that we may focus on brand development...

DISTRIBUTION

2018 (April):

Comisario launched in the USA.
9 states opened.

2019:

17 States

2020:

24 states

2021:

33 states, 7 new states slated for later in year and a few new countries

And now:

Citadel Beverages National Sales Agency, Speakeasy E-Commerce nationally (31 states), and MHW LTD handling all Logistics



In early 2020 Sysco Foods, Los Angeles agreed to distribute the family of Sensi Wines.

Sysco is a \$60+ billion company delivering foods and goods to restaurant and hotels across the USA.

With over 140 Marketing Associates covering Los Angeles and No. Orange County the Sysco partnership will increase sales for Elite significantly.

A few of our activities as we roll out nationally

Orleans-
part of
Boyd
Gaming
with 29
locations
in 10
states (12
in NV)



A Marketing point
for Comisario – 70
million visitors
yearly from all over
the world



Approved globally for all MGM



Lee's
Discount
Liquor
chain.
19
locations in
Nevada



Hard Rock Hotels



Largest retail
chain in TX

- What does the future hold...
- Given its meteoric growth, countless awards / accolades (most in its category since its inception), and the large valuations for brands like ours in the Industry, the future of Comisario is very bright indeed, whether it be as an acquisition target, becoming a Public company, or unchecked growth abroad (Sensi from Tuscany has offered to open up its wholesale network to us throughout the 27 nation European Union), and Asian markets.
- Tequila is now being enjoyed by Whiskey / Bourbon / Scotch drinkers (Brown Spirits dominate consumption globally), thus the huge sums paid by multinational corporations for Tequila brands to get those brands into their global distributor networks.
- Tequila is very unique in that it plays in both the White and Brown Spirits world. It is very mixable (Margarita is the #1 cocktail in America, and we should all try a Lemon Drop Cocktail made with Comisario Blanco), yet, whether neat or on the rocks today's 100% agave premium / Ultra-Premium Tequila brands are every bit as complex as global whiskeys / bourbons / scotches.

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