



## DON JULIO IS IN A PERFECT POSITION TO DELIVER BECAUSE IT IS THE #1 SHARE GAINER IN THE FASTEST GROWING CATEGORY

### HISTORY



In 1942, Don Julio González started making tequila. He later founded “La Primavera” in his hometown of Atotonilco el Alto in the Los Altos region of Mexico.



In 1987, Don Julio celebrated his 45th anniversary as tequilero. To commemorate the event, his family released Reserva de Don Julio, a tequila previously only served to his close family and friends.



By 1995, Don Julio Reposado was first exported. One year later, Don Julio Blanco, Don Julio Añejo and Don Julio Real were launched.



In 2012, Don Julio 70 was launched, the world’s first premium Tequila Cristalino.



In 2018, Don Julio Reposado Private Cask and Double Cask are released for a limited time to pay homage to Don Julio’s first variant launched under his name.

### PRODUCTION

- Each Don Julio tequila uses only the finest 100% Blue Weber agave plants from Mexico, using Don Julio’s methods.
- The harvester, or “Jimador” removes the agave leaves with a sharp curved tool called a Coa. The 200+ leaves that protect the heart or piña of the agave are trimmed until the whole heart is extracted from the ground.
- Only the heart, or “piña,” of the agave plant is used to make tequila, which are slow-roasted for 2-3 days to release the sweet juice.
- Don Julio Blanco is bottled immediately in order to capture the essence of raw agave.





## TASTING NOTES

- Double-distilled to achieve a light-tasting, clean and dry tequila with crisp agave flavor and hints of citrus.
- An essential component to a variety of innovative drinks.

**SIMPLE:** Crisp, clean, citrus

## SIGNATURE SERVE

### TOP SELLING



#### DON MARGARITA

- 1.5 oz. DON JULIO Blanco Tequila
- 1 oz. Fresh Lime Juice
- 0.5 oz. Agave Syrup

Combine the ingredients in a cocktail shaker with ice. Shake well. Strain into a rocks glass over fresh ice. Rim with salt & sugar and garnish with a lime wedge.

### SIGNATURE CLASSIC



#### DON LIMONADA

- 1.5 oz. DON JULIO Blanco Tequila
- 1 Lemon Cut into Pieces
- 0.5 oz. Agave Syrup
- 1.5 oz. Sparkling Water

Combine first three ingredients into a shaker and muddle. Add ice and shake. Pour into a rocks glass and top with sparkling water. Garnish with fresh mint.

### TREND LEADING



#### BLOOD ORANGE PALOMA

- 1.5 oz. DON JULIO Blanco Tequila
- 0.75 oz. Fresh Squeezed Grapefruit
- 0.5 oz. Agave Syrup
- 3 oz. Blood Orange Soda

Combine first three ingredients into a shaker with ice. Shake and pour into a Collins glass and top with blood orange soda. Garnish with chili salt dusted blood orange.

## FEATURES & BENEFITS



Don Julio leads the fastest growing price-tier of the #1 growth spirit category.<sup>1</sup>



Don Julio continues to be #1 tequila in share growth.<sup>1</sup>



Don Julio is a leading sales driver, delivering more spend per trip.<sup>2</sup>



Don Julio delivers 2X higher lift than Patron.<sup>1</sup>



THOSE WHO KNOW DRINK RESPONSIBLY

DON JULIO Tequila. 40% Alc/Vol. © 2021 Imported by Diageo Americas, New York, NY

Sources: 1 - Nielsen Total US XAOC 13 W/e January 5, 2019 2-Numerator 10/1/2018-1/5/2019