

BRANDY

PRESIDENTE®

DE MÉXICO PARA TODOS.

THE #1 BRANDY IN MEXICO AND THE 3rd LARGEST IMPORTED BRANDY IN THE USA, HAS A NEW LOOK!

FEATURES	BENEFITS
 New embossed bottle, with contemporary labels and attractive colors	 Premium look has better shelf presence, with an accessible price will attract a new generation of Presidente consumers
 The brandy category is the #6 SPIRITS CATEGORY amongst Hispanic consumers; ahead of Cordials, Scotch, Gin and Irish Whiskey**	 Opportunity to EXPAND SALES in high-index Hispanic accounts and markets
 Presidente Brandy is the top-selling Brandy in Mexico, with 44% market share. In the L12M, the brand increased +5.8% in Net \$ Sales Value	 For Mexican and Mexican-American consumers, Presidente Brandy is a familiar taste of home, since 1956
 Presidente Brandy is the third-largest imported brandy in the U.S.** with strong distribution in major markets	 Take advantage of the popularity of Presidente to gain distribution to increase sales and profits
 Presidente is aged for two years in American white oak barrels	 Perfect to ingredient to give your favorite cocktails added flavor, smoothness and dimension

HISTORY:

Launched in 1956, Presidente Brandy is produced by Casa Pedro Domecq, leader in the production of Spirits and Wines in Mexico. Presidente was the first brandy produced and distributed in Mexico, making the brand synonymous with “brandy” throughout Mexico.

TASTING NOTES:

Clean, crisp liquid, medium amber in color. Fruity aroma, with light notes of caramel and wood, and hints of almond, dry fruit and light vanilla. Initial sweet taste with slightly bitter finish. Perfect and versatile to mix with your favorite cocktails.

SIGNATURE COCKTAILS

ENJOY OUR BRANDY IN A **PRESIDENTE SANGRIA** PAIRED WITH WINE, FRESH FRUIT, AND SIMPLE SYRUP; IN A **CUBA**, WITH COLA AND LIME; OR A **PRESIDENTIAL MARGARITA** FOR ADDED FLAVOR & DIMENSION.



De México Para Todos • From Mexico For All

BRANDY

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SIZES:

PRESIDENTE BRANDY

- 200ML PACKED: 24x0
- 375ML PACKED: 18x0
- 750ML PACKED: 12x0
- 1L PACKED: 12x0
- 1.75L PACKED: 6x0



MARKETING SUPPORT:

NEW PACKAGE

PREMIUM, BOLDER,
CONTEMPORARY,
RED, EMBOSSED,
COMMUNICATES
HERITAGE,
BILINGUAL
PACKAGE

COMMUNICATION

DE MÉXICO PARA TODOS

VERSATILE FOR
MAKING TRADITIONAL
COCKTAILS

NATIONAL SALES
PROGRAM APR-MAY
2023, INCENTIVE TRIP
TO SPAIN

SAMPLING

SAMPLING EVENTS
IN KEY ACCOUNTS
AND MAJOR
MARKETS TO
IMPROVE BRAND
AWARENESS
(CA, IL, AZ, FL)



COUPONS

COUPONS IN KEY
MARKETS
(WHERE LEGAL)



HISPANIC TARGET MARKET

HISPANIC ACCOUNT
DISTRIBUTION DRIVE

IDENTIFY/TARGET TOP
HISPANIC ACCOUNTS
WITH MC TEAMS



POS

NECKERS (PLANT
PACKED)
200ML COUNTER
UNITS
CELL PHONE
WALLET ON-PACK
RACKS

