TEQUILA Exotico®

PRESENTS

BEER COCKTAILS

TEQUILA

Exotico®

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TASTING NOTES

BLANCO TEQUILA

Our perfectly clear Blanco has a crisp, herbal aroma with spicy undertones and a robust taste of fresh agave with hints of pepper and herbal notes. Finishes with a fresh wave of heat followed by a balanced spice.

REPOSADO TEQUILA

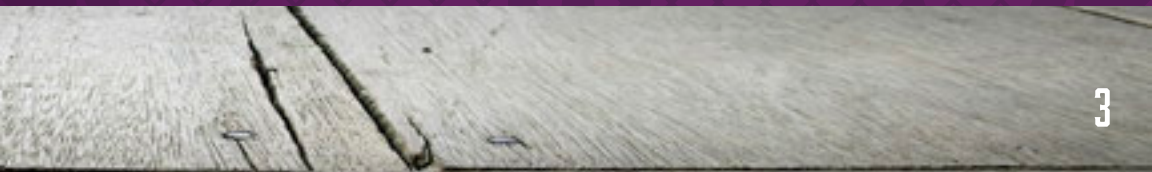
The taste is a blend of vanilla, dry fruit and spices, with a finish of oak and vanilla as well as hints of caramel and cinnamon.The aroma is a blend of vanilla, dry fruit and spices, with a finish of oak and wood.

OVERVIEW VIDEO

KEY FACTS

Exotico 100% agave tequilas are crafted to raise your expectations of what tequila should be. Their flavor profiles are intended to stand up in a cocktail, and can be enjoyed mixed or sipped on their own. Like the colorful sugar skull suggests, all good spirits and all good things shall rise.

- Agave is field selected from the highlands of Jalisco.
- Agave is cooked at higher temperatures for 16 hours.
- Agave is pressed with higher pressure at the pressing mills (Molino).
- Reposado is aged for a minimum of six months.
- Made exclusively with 100% estate grown, family owned agave.
- Harvested by hand by Jimadors working exclusively for Destiladora González González.
- Cooked in autoclave ovens for cleanliness & consistency.
- Family-guarded recipe used to produce a unique yeast used in the fermentation process.
- Fermented for 3-5 days in stainless steel tanks.
- Double-distilled in copper-lined pot stills & aged in American white oak bourbon barrels.
- Before bottling or aging, samples are personally tasted by the Tequila master distiller Rodolfo González, as well as a panel of expert tasters.



INSIGHTS

7 IN 10 ALCOHOLIC BEVERAGE DRINKERS DRINK BEER

1 IN 5 ALCOHOLIC BEVERAGE DRINKERS DRINK TEQUILA

EXOTICO TEQUILA **#4** SELLING PREMIUM TEQUILA AT RETAIL

CONSUMER CALL FOR **NON-TRADITIONAL** COCKTAILS ARE GROWING

48% OF BEER DRINKERS ORDER CRAFT BEER MORE OFTEN NOW THAN THREE YEARS AGO

36% INCREASED CONSUMPTION OF BEER COCKTAILS

Sources: Mintel- Beer US, January 2016; Mintel Menu Insights; Nielsen- XAOC + Package 52WK PE 052017 | Nielsen- XAOC + Package 52WK PE 052017 | Technomic Intelligence Report 2016

37% ORDER BOTH NEW & FAMILIAR BEER COCKTAILS

4 IN 5 TEQUILA DRINKERS DRINK BEER

EXOTICO TEQUILA
OUTPACING GROWTH OF

JOSE CUERVO	+2.6%
SAUZA	+2.4%
LUNAZUL	+47.6%

3 IN 10 CONSUMERS SAY BEER IS
EASY TO DRINK & AFFORDABLE

$1 IN $10
SPENT ON SPIRITS AT RETAIL
COMES FROM
TEQUILA

3 IN 5
DRINKERS LIKE TO EXPERIMENT BY TRYING NEW
ALCOHOLIC BEVERAGES

Sources: Technomic Intelligence Report 2016 | Mintel- Beer US, January 2016; Mintel Menu Insights; Nielsen- XAOC + Package 52WK PE 052017

PINEAPPLE BEER-GARITA

1.5 OZ EXOTICO BLANCO TEQUILA
1.5 OZ PINEAPPLE JUICE
1.5 OZ BELGIAN WHEAT BEER
.25 OZ GRENADINE

Shake over ice. Top off with beer & roll. Pour into rocks glass. Garnish with a drizzle of grenadine.

VIDEO PRINT

APPLE PASSION

1.5 OZ EXOTICO BLANCO TEQUILA
.5 OZ ORANGE LIQUEUR
.5 OZ PASSION FRUIT PURÉE
.5 OZ LEMON JUICE
3 OZ HARD APPLE CIDER

Shake over ice. Top off with hard apple cider & roll. Pour into rocks glass. Garnish with a lemon wheel.

VIDEO PRINT

BLUE CRUSH

1.5 OZ EXOTICO BLANCO TEQUILA
.25 OZ BLUE CURACAO (DRIZZLE)
1.5 OZ GRAPEFRUIT SODA
.25 OZ SIMPLE SYRUP
2 OZ BELGIAN WHEAT BEER

Shake over ice. Top off with beer & roll. Pour into rocks glass & drizzle blue curacao on top.

PRINT

PATIO CRUSHER

1.5 OZ EXOTICO REPOSADO TEQUILA
.5 OZ CRANBERRY JUICE
.5 OZ SIMPLE SYRUP
2.5 OZ BELGIAN WHEAT BEER

Shake over ice. Top off with beer & roll. Pour into a rocks glass & garnish with an orange wheel.

PRINT

RASPBERRY STINGER

1.5 OZ EXOTICO BLANCO TEQUILA
.5 OZ SIMPLE SYRUP
2 OZ LAGER BEER
2 OZ HARD APPLE CIDER
5 RASPBERRIES
(DROP IN SHAKER & SHAKE)

Shake over ice. Top off with beer & roll. Pour into rocks glass & garnish with a mint sprig & raspberries.

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BEERMARITA

1 OZ EXOTICO BLANCO OR REPOSADO TEQUILA
.75 OZ ORANGE LIQUEUR
.5 OZ SIMPLE SYRUP
.5 OZ LIME JUICE
2 OZ BELGIAN WHEAT BEER

Shake over ice. Top off with beer & roll. Pour into rocks glass & garnish with a lime wheel.

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FALL IN MEXICO

1.75 OZ EXOTICO BLANCO TEQUILA
1 OZ CRANBERRY JUICE
.25 OZ LIME JUICE
3 OZ CRAFT WINTER BEER
3 DASHES CRANBERRY BITTERS

Shake over ice. Top with beer & roll. Pour into rocks glass & garnish with cranberries.

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OCTOBERFEST IN JALISCO

1.5 OZ EXOTICO REPOSADO TEQUILA
.75 OZ LIME JUICE
1 OZ PUMPKIN PURÉE
3 OZ OCTOBER FEST BEER
3 DASHES CARDAMOM BITTERS

Shake over ice. Top off with beer & roll. Pour into a rocks glass and garnish with an orange slice.

VIDEO PRINT

STOUT NOG

1 OZ EXOTICO REPOSADO TEQUILA
.75 OZ IRISH CREAM
4 OZ STOUT OR CHOCOLATE ALE
SPRINKLE OF CINNAMON

Shake over ice & top off with beer. Roll & pour into a rocks glass. Garnish with a cinnamon stick.

VIDEO PRINT

GRAPEFRUIT SKINNY

1.5 OZ EXOTICO BLANCO TEQUILA
.75 OZ RUBY RED GRAPEFRUIT JUICE
.5 OZ AGAVE NECTAR
3 OZ SUMMER ALE

Shake over ice. Top with beer & roll. Pour into a rocks glass & garnish with a grapefruit wheel.

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ORANGE CRUSH

1.5 OZ EXOTICO BLANCO OR REPOSADO TEQUILA
.5 OZ ORANGE LIQUEUR
2 OZ HARD ORANGE SODA
1.5 OZ GRAPEFRUIT SODA

Shake over ice. Top off with hard orange soda. Roll & pour into a rocks glass. Garnish with an orange wheel.

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CIDER PLAY

1.5 OZ EXOTICO BLANCO TEQUILA
.75 OZ LEMON JUICE
.5 OZ AGAVE NECTAR
3 OZ HARD APPLE CIDER

Shake over ice. Pour into a highball glass & top off with hard cider & garnish with a lime wheel.

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TAMARIND BREWSKI

1.5 OZ EXOTICO REPOSADO TEQUILA
1 OZ TAMARIND NECTAR
1.5 OZ PINEAPPLE JUICE
1.5 OZ BELGIAN WHEAT BEER

Shake over ice. Top off with beer & roll. Pour into rocks glass & garnish with a lime wheel.

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AGAVE SHANDY

1.25 OZ EXOTICO BLANCO TEQUILA
.5 OZ SIMPLE SYRUP
2 OZ GINGER BEER (OR LEMONADE)
2 OZ BELGIAN WHEAT BEER

Shake over ice. Top off with beer & roll. Pour into rocks glass. Garnish with a lemon wheel.

VIDEO PRINT

PUMPKIN CRUSH

1.5 OZ EXOTICO REPOSADO TEQUILA
.5 OZ PUMPKIN PURÉE
.5 OZ LIME JUICE
3 OZ HARD ORANGE SODA
SPRINKLE OF GROUND CINNAMON

Shake over ice. Top off with hard soda & roll. Pour into rocks glass. Garnish with an orange wheel & cinnamon.

PRINT

PLAYA

1.75 OZ EXOTICO BLANCO TEQUILA
.25 OZ LEMON JUICE
.5 OZ JALAPEÑO SYRUP*
2.5 OZ LAGER BEER
SALT & PEPPER RIM

Salt & pepper the rim of pint glass. Shake over ice & pour into pint glass. Top off with beer & garnish with a lemon wheel.

*Jalapeño Syrup - 1 part water (16oz), 1 part sugar (16oz) & 1 jalapeño. Remove seeds & bring to boil. Let cool.

PRINT

ONE LITER BATCH

8.5 OZ EXOTICO TEQUILA
4.25 OZ CITRUS JUICES
4.25 OZ SYRUP OR PURÉE
17 OZ BEER

All beer cocktails can be pre-batched by following the measurements above.
34 oz = 1 liter

PRINT

TEQUILA Exotico®

PLEASE ENJOY RESPONSIBLY

© 2018 Exotico® Tequila, 40% Alc./Vol.; (80 Proof),
Imported from Mexico exclusively by Luxco, St. Louis, MO.