



Premier Spirits

Distributors

Marketing Strategy

100% MEXICAN AGAVE TEQUILA

About Us

Premier Spirits Distributor

- ▶ Distributor Specializing in Unique Spirits and Liquors
- ▶ Partner with Multiple Mexican Tequila Brands and Manufacturers, Large & Small
- ▶ Producing Own Label which Allows for seats on the Board of Tequila
- ▶ Committed to Filling Orders in 10-15 Days
- ▶ Currently Producing and Supplying a Variety of Tequilas
- ▶ Some Brands Available:
 - ▶ HERENCIA DE PLATA SILVER TEQUILA
 - ▶ HERENCIA DE PLATA ANEJO TEQUILA
 - ▶ SIP N SIP TEQUILA SILVER – BLANCO
 - ▶ SIP N SIP TEQUILA GOLD - ANEJO

Herencia de Plata Blanco Tequila



- ▶ Herencia Tequilas are 100% blue agave products and are all premium quality.
- ▶ Clear, sweet, smoky, herbaceous, and spicy nose alongside a quick entry that leads to a dry, light bodied palate with herbs and a nice smoked agave note. This tequila finishes with a wave of sweet fruit, heat, and a nice minty, black pepper snap. It is a clean and purely flavored Blanco.
- ▶ This AWARD-WINNING tequila is ideal for sipping.

Herencia de Plata Añejo Tequila

- ▶ Herencia tequilas are 100% blue agave products and are all premium quality.
- ▶ Gold with a yellow hue alongside marshmallow and sweet baking spice aromas, this tequila has a round, supple entry that leads to a dry-yet fruity, medium body with light caramel, spice and sweet fruity notes. Finishing with a zesty snap of herbaceous agave and pepper that fills the mouth, it is a vibrant, gutsy añejo with a refined edge.
- ▶ This tequila is ideally served with orange slices and is perfect for sipping.
- ▶ Aged 18 Months



Product Showcases:

Prominent In-Store Displays

We have stands and endcaps that can be placed in stores for a limited time at no additional cost.

PSD allows our clients to promote the tequila helping maximizing shelf space.



Collaborations:

Create Craft Cocktails



We have collaborated with several partners in the restaurant industry to create specialty cocktails using our product. The restaurants and local bars can then serve these recipes.

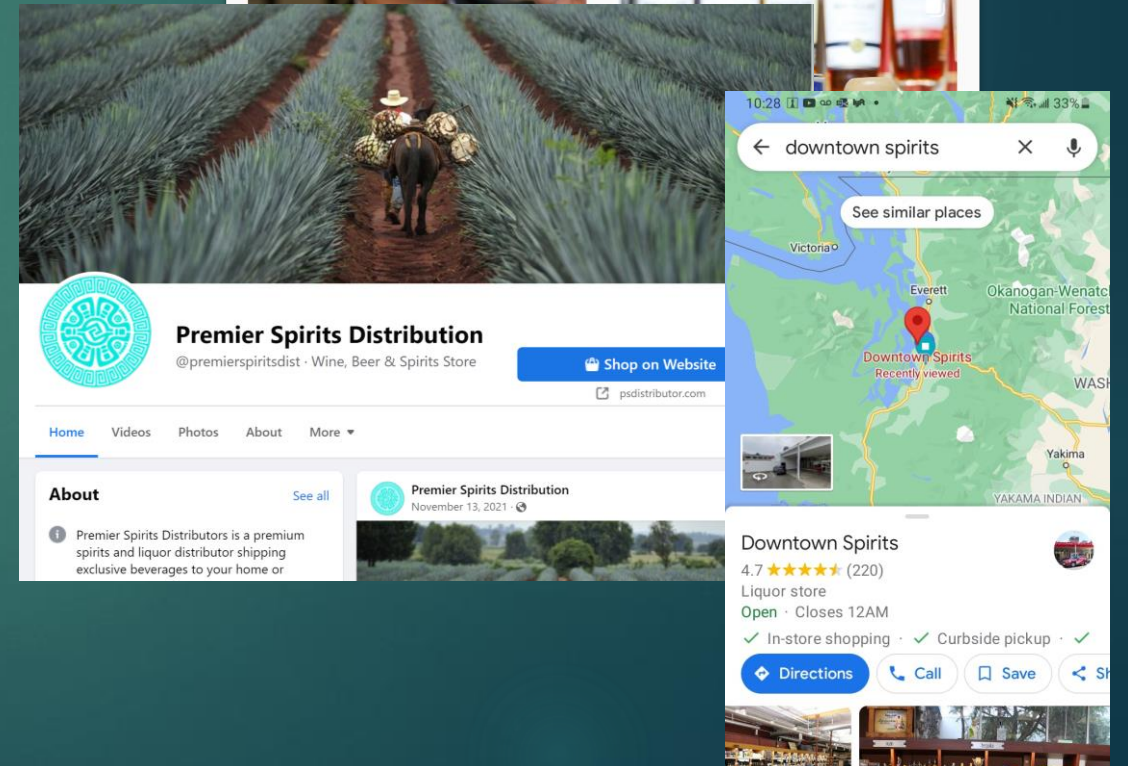
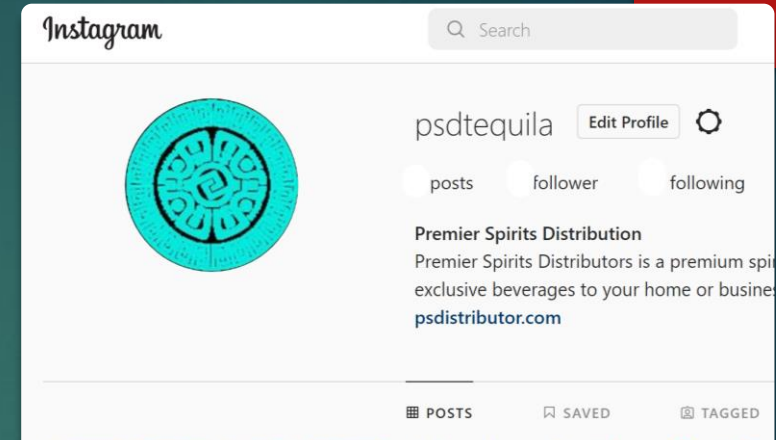
This has helped continuous sales as some restaurants have placed these recipes on their menu.

Targeted Advertising: Social Media

We use Social Media outlets and local digital advertisement to spread the word about the brands of tequila.

Based on proximity of the customers, we send the location of the three nearest stores where the tequila can be purchased.

This has increased traffic for the store and the tequila. Based on our research This has been shown to increase store traffic by up to 30%. (in 2022)





Premier Spirits Distributors

We are looking forward to selling Herencia de Plata Tequila and SIP Tequila as premium brands at Stores, Restaurants, and Bars in your community. Join us in promoting our tequilas as an exciting and profitable product in Oregon.