



TEQUILA
HONOR



DEL CASTILLO



Our beacon...HONOR DEL CASTILLO

TEQUILA HONOR DEL CASTILLO

The brand

- Honor – Noun 1) high respect; esteem.
2) a privilege.
- 'Honor' is the short name for the brand
- Transcends language barriers
- Easy to remember, pronounce and understand
- Commands admiration and prestige
- Ultra premium craft 100% agave tequila
- NOT a celebrity tequila
- A distinctive tequila unlike any other

Our Vision

“To build a Global Iconic Brand that will empower our consumers to live an honorable life”





MYTH OF HONOR

- Proud to partner with the Familia Vivanco of Arandas
- Fourth generation agave growers and producers
- Honest and authentic production process
- Understand Consumers' evolving taste
- Will celebrate innovation
- Quest for authenticity, artisanal value and providence
- Also producers of Tequila Cabeza, The 86 Co.'s Tequila



ALLURE & SEDUCTION

Kate & Cain's involvement is a key differentiator:

- Will 'live' the brand
- Beyond endorsement
- Product placement
- Crossing over
- Reach is far & wide
- Truly passionate about Tequila
- Will bring to life the concept of Honor as this is beyond a celebrity tequila



REFLEXION BLANCO	40% ALC. BY VOL.	ELABORACIÓN DELIMITADA
	NET CONT.750ML	PLANTACIÓN EL RANCHITO
PREPARACIÓN #		

REFLEXION BLANCO	ANTE TI TIENES LA CULMINACIÓN DE PASIÓN, ORGULLO Y SOBRE TODO HONOR.
	De fuerte personalidad y viviendo la vida al máximo, ahora buscas equilibrio. En ocasiones viviste extremos, ahora buscas una experiencia real con tus amigos. Es el fundamento de toda nuestra familia de tequilas Honor. Representa la lucha que vivimos y el balance que buscamos día tras día.
VIVE CON HONOR	

AFILADO REPOSADO	41.5% ALC. BY VOL.	ELABORACIÓN DELIMITADA
	NET CONT.750ML	PLANTACIÓN EL RANCHITO
PREPARACIÓN #		

AFILADO REPOSADO	ANTE TI TIENES LA CULMINACIÓN DE PASIÓN, ORGULLO Y SOBRE TODO HONOR.
	De personalidad apasionada y para los que vivimos cada experiencia al borde y las emociones al máximo. Buscamos hacer el hoy inolvidable junto con viejos amigos o nuevos por conocer. Es el lado de la vida con color que representa de vez en cuando ese lado más oscuro y aventurado de la vida.
VIVE CON HONOR	

REDENCION REPOSADO • CLARO	40% ALC. BY VOL.	ELABORACIÓN DELIMITADA
	NET CONT.750ML	PLANTACIÓN EL RANCHITO
PREPARACIÓN #		

REDENCION REPOSADO • CLARO	ANTE TI TIENES LA CULMINACIÓN DE PASIÓN, ORGULLO Y SOBRE TODO HONOR.
	Sabes quién eres, que te gusta y con quien quieres disfrutar momentos exclusivos. Vives tu hoy con certeza y convicción. Es disfrutar plenamente de la vida sin prisas, sin pretextos - con libertad y con claridad.
VIVE CON HONOR	



“The Science”

• **Over 400M Media Brand Impressions & Constant Engagement, With Over 3.5M Core Consumers.**



International product placement – Dueños del Paraiso. Next placement within Netflix’ original series ‘Ingobernable’



Announcing her tequila



The beginning of Honor



Unveiling her bottle



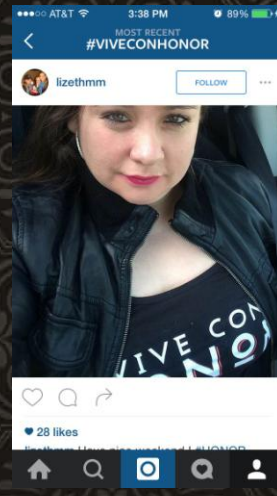
National TV Interview



Pack consumer engagement



Tequila Honor Instagram live



Consumers reposting w/ Branded merchandise



At least two fans with Branded tattoos

+60K SOCIAL MEDIA Followers!

Instagram Followers. Tequila Honor has surpassed most major tequilas:

- Sauza
- Jose Cuervo
- 1800
- Herradura
- Hornitos
- 901 by Justin Timberlake
- Casamigos by George Clooney
- Don Julio
- Avion

Now EVEN larger than global vodka/Rum brands:

- Kettle One, Effen & Bacardi and others!

Tequila Honor - Consumer Communication Strategy "The Luck"

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THE
Rolling Stone
INTERVIEW

In early January of 2016, as we were working hard on production of the liquid and looking to secure U.S. distribution, Kate took part in an unplanned stunt that changed the course of our brand dramatically.



AS A RESULT
OUR SOCIAL
MEDIA FOLLOWING
DOUBLED

OVER 400 MILLION
IMPRESSIONS OF UNPAID PUBLICITY
ACROSS TV, PRINT, & DIGITAL OUTLETS



An exclusive article in
The New Yorker Magazine



National exclusive interview
with Diane Sawyer on 20/20



And countless other magazine
cover stories & online articles



STARTING STRONG IN 2016

“The Song”

Lupillo Rivera & Louis James' hit; where Tequila Honor is predominantly displayed on its video and is part of the song. Album promoted by Universal Music. Due to the Rollingstones article, now **Honor has become part of many other songs related to this story.** Already with over **1 Million views!!**

LOUIS JAMES FT. LUPILLO RIVERA

TEQUILA



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