

PELIGROSO®

100% DE AGAVE

— TEQUILA —

***NEW, PREMIUM PACKAGE -
NOW AVAILABLE!***

Born off the dusty roads of Jalisco, Mexico, Peligroso Tequila is crafted from hand-harvested blue Weber agave and over 100 years of family-owned distilling know-how. Authentic, smooth – just damn good tequila. For thrill seekers who are hell-bent on celebrating the rebel within.

FEATURES & BENEFITS

- Peligroso means 'dangerous' in Spanish, offering a unique and compelling shot proposition to consumers.
- Eye-catching, matte black bottles and edgy snake icon allow Peligroso to stand out on the shelf, behind the bar, and on consumers' home bars!
- Upgraded liquid and premiumized packaging offer exceptional value to consumers at an approachable price!
- Available in Silver & Reposado with a full range of sizes, Peligroso ensures that consumers can experience great tequila wherever and whenever.



SALES HIGHLIGHTS

- Premium+ 100% agave tequila is the main driver for the category's growth¹ and Peligroso is poised to attract even more consumers to this category segment.
- Peligroso's expressions are on trend! The majority of tequila sales are silver (55%) and both reposado and silver are growing at +48% and +47%, respectively.²
- Tequila is top of mind for consumers – 2 of the top 5 preferred shot brands are tequila³, making Peligroso a perfect fit to captivate more consumers.
- 50ml accounts for only 1% of total Tequila⁴ and Peligroso has an approachable price to attack this opportunity.
- 66% of Spirits Drinkers buy small format when trying a brand for the first time⁵ and Peligroso maintains its attractive packaging in all sizes.

TARGET CONSUMER

- Premium shot drinkers seeking smooth, great tasting tequila. Appeals to a wide range of consumers – all ages, race/ethnicities, and incomes.
- Peligroso brand buyers aspire to be adventurous and seek out unique and challenging experiences to celebrate the rebel within!

DRINK STRATEGY



TASTING NOTES



SILVER

Color: Crystal clear

Aroma: Presence of dainty pear, black pepper, citrus notes and smoke.

Taste: Rich, cooked agave with herbal notes and hints of smoke, black pepper and citrus. Clean and smooth finish.



REPOSADO

Color: Golden amber

Aroma: Notes of wood, vegetal and sweet orange.

Taste: Subtle, oaky notes with rich, cooked agave and vanilla, honey, jalapeno and orange. Velvety finish.

SILVER & REPOSADO - BOTTLE SIZES AVAILABLE

