



BANDERO

PREMIUM TEQUILA



WHY TEQUILA IS IMPORTANT TO THE MARKET



SALES

Tequila is a small category in the UK but growing quickly. With Ultra Premium Tequila up **+23.4% CAGR 2016 – 2021**

On-trade transactions accounted for 71.4% share of the sector by value and 53.1% share by volume in 2021



BRAND PREMIUMISATION

The premiumisation of the tequila category is ongoing and this will help to improve consumer perception of the category.

Tequila is forecast to be the fastest volume growth category at **2.7% CAGR 2021 - 2026**



100% AGAVE TEQUILA SEEING THE GROWTH

White Tequila is a bigger sector than Gold Tequila but both are seeing growth at similar rates.

Flavour innovation in Tequila is in its infancy but will drive continued growth

The more Premium 100% Agave brands are seeing higher growth rates than mixed Tequila with both White & Gold 100% Agave growing at over 70%

COFFEE TEQUILA HAS A WHITE SPACE IN THE MARKET

Patron XO Café has now exited the market.

Worth £1.9m annually in retail sales before exiting saw triple digit growth for the last 2 years with latest 52 wks sales.

5% of the total tequila market and projected to be add a minimum of +£1m growth the following year.



Source for £1.9m - Bacardi Patron XO Café coffee and tequila shot to cease production | The National



Coffee flavoured spirits have grown +50% in the last year even with the delist of Patron XO Cafe, which had a 25% share of market & the 2nd largest sku behind Tia Maria with a 43% share.

Lots of new entries across all spirits types including vodka, gin and liqueurs

However none have matched the strong PPL of Patron XO and therefore there missed value across the market.

Sourced: IRI data 13th Aug 2022 & IWSR 2022 Report


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Bandero has been born with the same bold spirit as those who built the ancient Guachimotones pyramids in Mexico more than 2,000 years ago, just a stones throw away from our distillery.

We sought to create a tequila that best symbolises all that this beautiful region has to offer, using Blue Weber Agave, cultivated from the same red clay soil that captures the legacy left by the Mexican civilization.

They embraced nature, adventure, and celebrated life's precious moments.





TASTE THE LEGACY

We make Bandero in the old traditional ways that were developed hundreds of years ago.

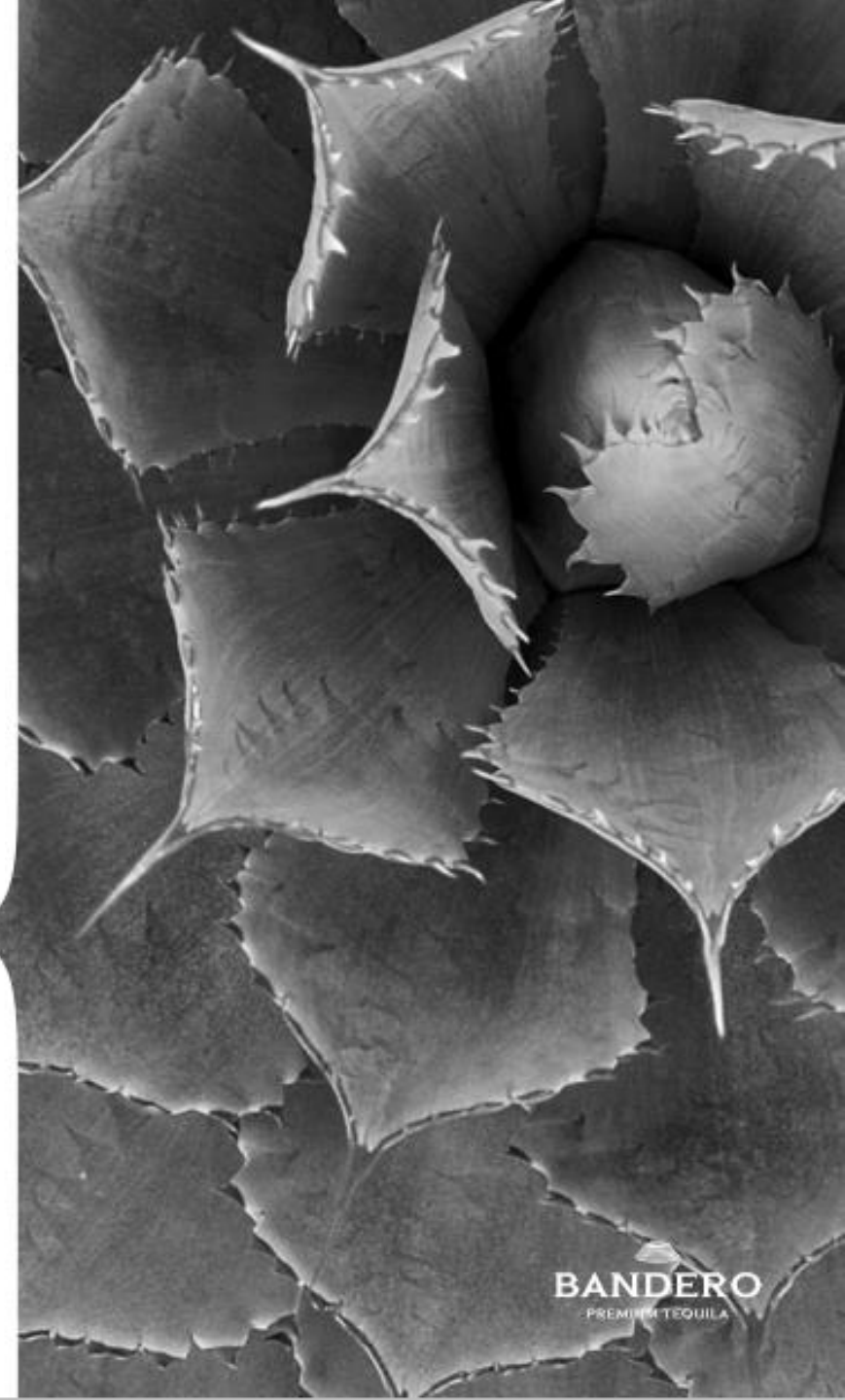
Bandero Tequila uses only the finest Blue Weber Agave across the range, matured for 6 years in the red clay soil of Jalisco's Los Altos Highlands.

The roots gather copious amounts of minerals as they work to reach their region's crystalline well waters below. The result produces mouthwatering agave.



Our agave piñas are steamed in a traditional handmade red clay brick agave oven for 30 hours to caramelize and release the flavours and sugars, then rested for 24 hours and cooled for 4 hours before crushing and fermenting.

All of the leftover pulp from the agave is fed to cows and used as fertilizer. We waste nothing.



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THE SMOOTHEST SIPPING TEQUILA

Bandero is twice distilled and the reason we don't do a third distillation is simple. We don't have to.

You see, if you start with healthy mature agave and you do a perfect job from harvest to cooking to collection of juices and then your fermentation is done right, you don't need to do a third distillation to strip out more flavours because you didn't make those bad flavors in a poor process to start with.



Now we collect all the heart of of the tequila (the best bit) and chill it down. We chill filter it to purify and perfect the flavour and once that's done we have Bandero Tequila. We add our special water from our own well to bring it down to bottle strength and fill our beautiful bottles with it.

We only use Agave, water and natural ingredients in our Tequila.

Nothing else.



AWARD WINNING PREMIUM SMOOTH TEQUILA



MOST RECENT BLANCO WON GOLD & CAFÉ SILVER AT THE GLOBAL SPIRIT MASTERS 2023

PRODUCED AT THE 7TH BEST TEQUILA DISTILLERY IN THE WORLD

voted by over 80k users through the Tequila Match maker app. July 2020



BANDERO BLANCO



Blanco

Aroma: Floral with hibiscus and
pineapple aroma

Taste: Silky and smooth

Finish: Slightly peppery and spicy on
the finish

Bottle Size 70cl

Alc 40% Vo



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BANDERO CAFE



Café
Colour: Dark, rich brown
Aroma: Fresh coffee, chocolate & vanilla
Taste: Fresh roasted coffee with notes of
chocolate & smooth tequila
Finish: Smooth, yet dry

Bottle Size 70cl
Alc 35% Vol




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100% RECYCLED BANDERO BOTTLES

Our rugged, leather-clad, canteen-style bottles are made using 100% recycled glass.

The leather is sourced locally, and inspired by the authentic Huarache sandals traditionally worn by native tribes from Jalisco



CAFÉ IS IN A UNIQUE POSITION IN THE MARKET

Bandero Café stands out from the crowd. The brands shown here are our nearest competitors.

However, Bandero is crafted in a traditional way using the finest ingredients, giving the brand authenticity and a smooth premium finish.



MARGARITA



50ml Bandero Blanco
25ml Cointreau or Triple Sec
25ml Lime Juice

*Salted rim depending on
customer's request*

PICANTE



50ml Bandero Blanco
20ml Agave Nectar
25ml Lime Juice
Coriander

Chilli to garnish

PALOMA



50ml Bandero Blanco
60ml Fresh Pink Grapefruit
10ml Lime Juice
10ml Agave Nectar
Soda

Pink grapefruit to garnish

SINGLE MEASURE



Single Serve Chilled

or

Over Ice

BANDERO CAFÉ CLASSIC SERVES



50ml Banderó Café
50ml Espresso
5ml Sugar syrup

Coffee beans to garnish



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Bandero.com

 [banderotequila](https://www.instagram.com/banderotequila)

Contact your Molson Coors
Beverage Company Sales
Manager for more information