



SIERRA[®] milenario ★★★★★ TEQUILA

CONCRETE JUNGLE LUXURY

*Sierra Milenario Café - handcrafted
Luxury 100% de Agave Tequila married
with 100% Mexican Highland-Coffee.*



SIERRA MILENARIO CAFÉ (ENGLISH)

THE PRODUCT

- Highly innovative line extension within the Sierra Milenario Tequila Range
- Handcrafted 100% de Agave Tequila blended with 100% Mexican Highland-Coffee
- Coffee liqueur with intense aromas of dark chocolate and vanilla
- True Mexican ingredients: Highland-Coffee from Chiapas, Vanilla from Veracruz
- 35% ABV, contains caffeine

THE VALUES

- Powerful
- Proud
- Hedonistic
- Edgy
- Luxury
- Creative

THE LANGUAGE

Sierra Milenario approaches its consumers in a precious yet direct and authentic way. Being proud of its mesoamerican roots, Sierra Milenario pulls the consumers into the urban jungle full of joy and fascination, a world for Tequila-Lovers that find themselves within the Lifestyle of Sierra Milenario being a rule-breaker.

CONSUMER PROFILE

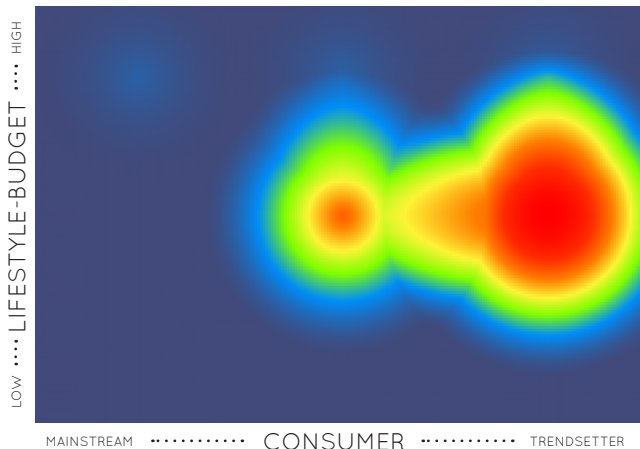


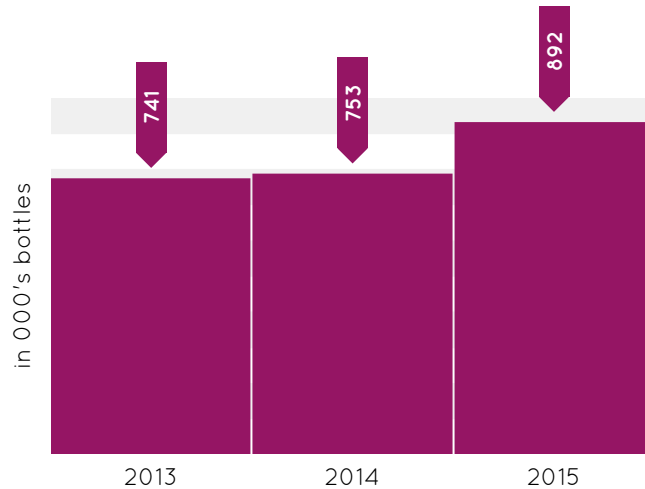
IMAGE PROFILE



PRICE PROFILE



COFFEE LIQUEUR GROWS



Source: The Nielsen Company, Coffee liqueur sales, 2013-2015, in 000 's bottles

- Strong growth of coffee liqueur category
- + 20% since 2013

OCCASIONS



TOP-SELLING POINTS

- Handcrafted 100% de Agave Tequila blended with 100% Mexican Highland-Café
- True Mexican ingredients: Highland-Coffee from Chiapas, Vanilla from Veracruz
- Continuing trend towards 100% de Agave Tequila & high-quality coffee consumption
- High-end packaging: sun-pyramid bottle, precious paper label, wooden top
- Social Media communication as of launch for strong brand presence
- Rulebreaking digital campaign of the family brand 2017 in the top metropolises



Mexican Rabbit

INGREDIENTS:

VANILLE FROZEN YOGHURT 2-3 SCOOPS
SIERRA MILENARIO CAFE 60ml

GLASS:

Tumbler

PREPARATION:

Give the frozen yoghurt scoops into the tumbler and add Sierra Milenario Café. Enjoy!

