



80 PROOF | 40% ALCOHOL BY VOLUME

ORIGIN	Highlands, Jalisco Mexico
TASTING NOTES	<p>Blanco: Vanilla, tropical fruit, clean Aroma – Sweet with a hint of mint</p> <p>Reposado: Aged six months Complex, smooth, bold Aroma – Caramel, vanilla, honey-oak</p> <p>Anjeo: Aged for one year Rich complexity, brown spice, honey Aroma – Warm, deep, cinnamon</p>
BACKGROUND & PACKAGING	<p>Goza means enjoy. True to its name, we have created a tequila that can be enjoyed by anyone.</p> <p>Renowned pop artist Burton Morris designed the artwork for our bottle in order to display the fun vibes and energy that the Goza brand represents.</p> <p>The bottle shape is untraditional to the tequila market but requires shelf space than more traditional bottles and also fits a shot pourer.</p>
COMPETITIVE SET	Herradura, Casamigos, Avion, Corzo, Karma
CONSUMER TARGET	Craft cocktail drinkers, 25-55, upper-middle class, male/female 50/50
SUGGESTED PRICING ON/OFF	<p>Blanco: \$34.99</p> <p>Reposado: \$39.99</p> <p>Anjeo: \$44.99</p>
MERCHANDISING OBJECTIVES	<p>OFF: Premium tequila shelf, top to eye level, 3 case display racks, shelf talkers</p> <p>ON: Drink menus with featured drink, Buy a shot keep the shot glass, table tents</p>