



Julio
CESAR
CHAVEZ
TEQUILA

Perfected Over Time Perfeccionado Con El Tiempo

From humble beginnings, to his 6 world titles, a legend was born. J.C. Chávez will forever be known as the "Greatest Fighter" to come out of México. As time crafted a legendary boxer, so has it perfected a world-class tequila. Quality ingredients with 100% Pure Agave has created a tequila as distinguished as México's boxing legend.

HANDCRAFTED · ESTATE BOTTLED · 100% PURE AGAVE

www.jcchaveztequila.com

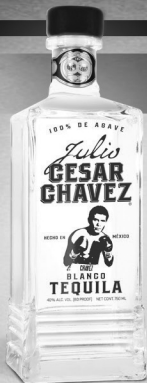
JULIO CÉSAR CHÁVEZ

Latino's "Campeón" (Champion)

"Julio César Chávez is considered to be Mexican royalty. Not only is he a Boxing Champion he is Mexico's hero in and outside of the ring. He is a national icon and treasure to Latinos worldwide."

-USA Today

- Considered to be the best pound for pound World Boxer of his time, with 116 pro fights and six world titles
- Inducted to the Prestigious International Boxing Hall of Fame in 2010
- Latinos from all Countries know of and identify with J.C. Chávez
- His name is legendary, providing outstanding brand recognition and consumer loyalty



BLANCO

Julio Cesar Chavez Blanco is distilled in small batches from 100% estate grown blue agave. Crisp and clear, it is renowned for its smoothness and mixability, and offers a direct representation of agave flavor in its most untouched form.

COLOR: Clear

AROMA: Crisp, fresh, vegetal and citrus notes, agave-forward

TASTE: Crisp, fresh agave-forward, with notes of vanilla and spicy dry finish

Awarded:



REPOSADO

Julio Cesar Chavez Reposado is aged more than six months in oak barrels, longer than most Reposados. The extra aging results in a tantalizing balance of agave and oak, with a color like natural golden hay.

COLOR: Natural golden hay

AROMA: Clean, agave-forward, with notes of vanilla

TASTE: Clean, agave-forward, with notes of vanilla, toasted oak and a slight spice finish

Awarded:



CASE DISPLAYS



6 Case Display
10.79" W x 7.21" L x 30.96" H

12 Case Display
21.58" W x 7.21" L x 30.96" H
w/ Floor Mat

24 Case Display
43.16" W x 7.21" L x 30.96" H



* For more information regarding our marketing support material please visit our website at www.jcchaveztequila.com/trade

Logistical Information

ALCOHOL %	40 %	CASE DIMENSIONS	10.79" W x 7.21" L x 10.32" H
CASE SIZE	6	PALLET WEIGHT	2898 lbs
BOTTLE SIZE	750 ml	PALLET DIMENSIONS	39.84" W x 47" L x 67.64" H
CASE WEIGHT	21 lb	PALLET CONFIGURATION	23 cases per layer / 6 layers
UPC CODES FOR <u>BOTTLES</u> 750ml: Blanco: 7 94504 26781 5, Repo: 7 9450426751 8			
UPC CODES FOR <u>CASES</u> 750ml: Blanco: 7 94504 26761 7, Repo: 7 9450426791 4			



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