

Julio
GESAR
CHAVEZ
TEQUILA

THE CHAMPION ENTERS A NEW RING
EL CAMPEÓN ENTRA A UN NUEVO RING

Julio César Chávez turns his attention from winning title fights to developing world-class tequilas.



2012 New York International
 Spirits Competition
 Best Reposado Tequila



2012 TEQUILA.net Awards
 "Best of the Best"
 Best Highland Tequilas



2013 Critico Awards
 "89 Points"
 Blanco Tequila



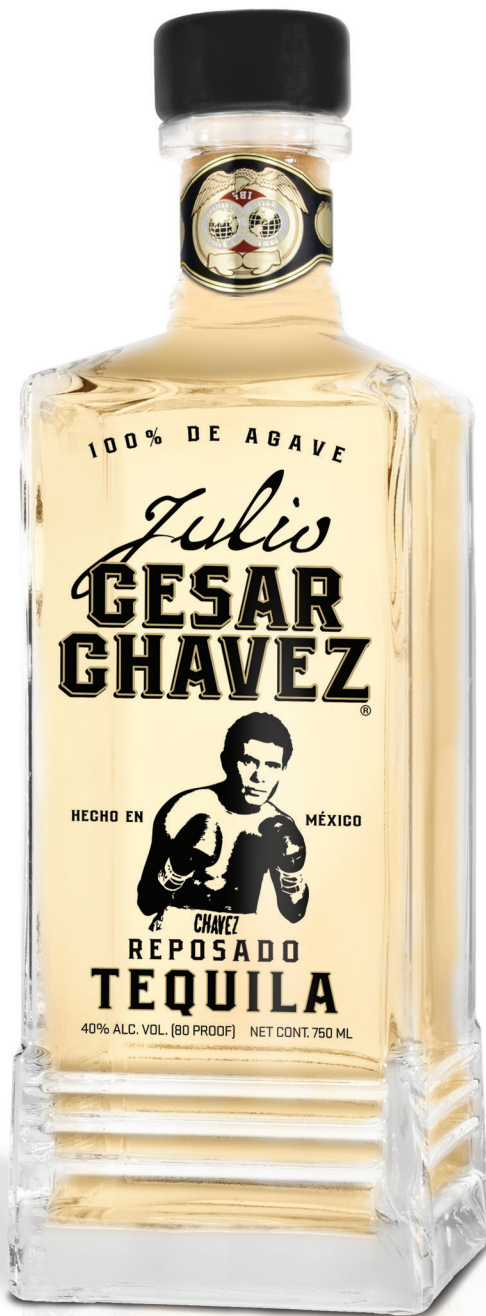
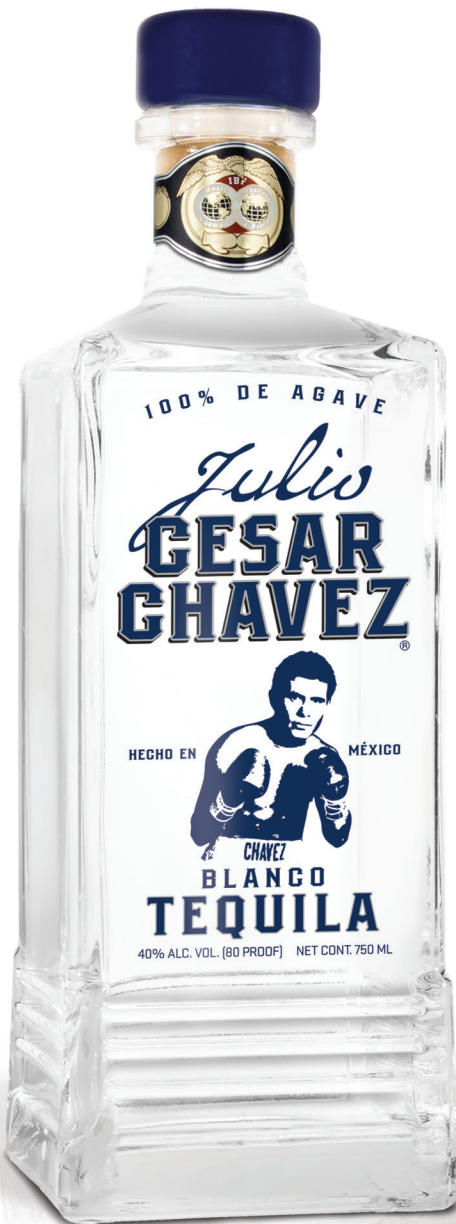
2013 Critico Awards
 "92 Points"
 Reposado Tequila



2013 SF Spirits Competition
 "Bronze Medal"
 Blanco Tequila



2013 SF Spirits Competition
 "Silver Medal"
 Reposado Tequila



HANDCRAFTED · ESTATE BOTTLED · 100% PURE AGAVE

PERFECTED OVER TIME
PERFECCIONADO CON EL TIEMPO

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 César Chávez 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:



CASE DISPLAYS



6 Case



12 Case



24 Case

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

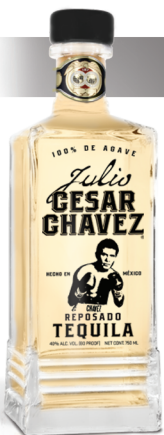
w/ Floor Mat

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



REPOSADO

Julio César Chávez 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:



HANDCRAFTED · ESTATE BOTTLED · 100% PURE AGAVE

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			



Sales: jrivers@tequilaom.com

Toll Free:
855-296-7001

Fax:
855-296-7002

PO Box 27827
Scottsdale, AZ
85255 USA

www.jcchaveztequila.com