

RD V Investor Deck

# REAL DEL VALLE

## INVESTOR DECK

Guanajuato, Mexico

*BE REAL.*

REAL DEL VALLE  
TEQUILA BLANCO

100% DE AGAVE  
HECHO EN  
**MÉXICO**  
40% ALC/VOL (80 PROOF)



# History

Guanajuato is blessed by the highest quality *Agave Tequiliana Weber*. It is one of the most precious plants that exist on earth. *Agave Tequiliana Weber aka Blue Weber Agave* is necessary to make the one of the widest consumed and fastest growing spirits in the world.

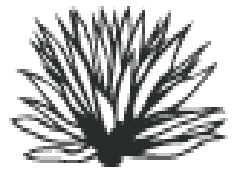
Realizing this blessing, a group of 50 *agaveros* (*agave farmers*) decided to start a long journey, where the objective was to show the world the potential of Guanajuato's agave, creating products for the national and international market.

In 2019, it was decided to create Real Del Valle Tequila, and during 2020, we defied all odds and launched a successful tequila This is a tequila proud of the lands where it was born, a tequila that unites more than 50 agave families, where "Drink Real" turns the mission to bring this tequila and the dream of those 50 *agaveros* to the whole world.

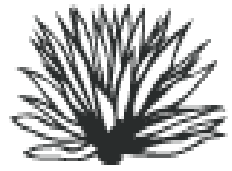




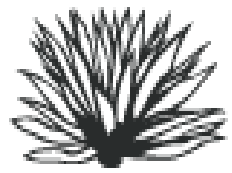
## Producing states with the designation of origin for tequila and percentage of production



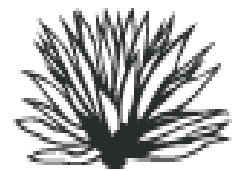
Jalisco – 77%



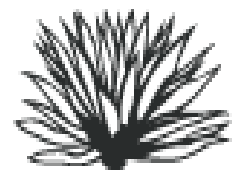
Guanajuato – 18%



Michoacán – 2%



Nayarit – 2%



Tamaulipas – 1%







## Tequila producing municipalities in Guanajuato

In the denomination of Tequila, seven municipalities of the State are recognized for this production:

**Abasolo, Cuerámaro, Huanímaro, Manuel Doblado, Pénjamo, Romita and San Francisco del Rincón.**



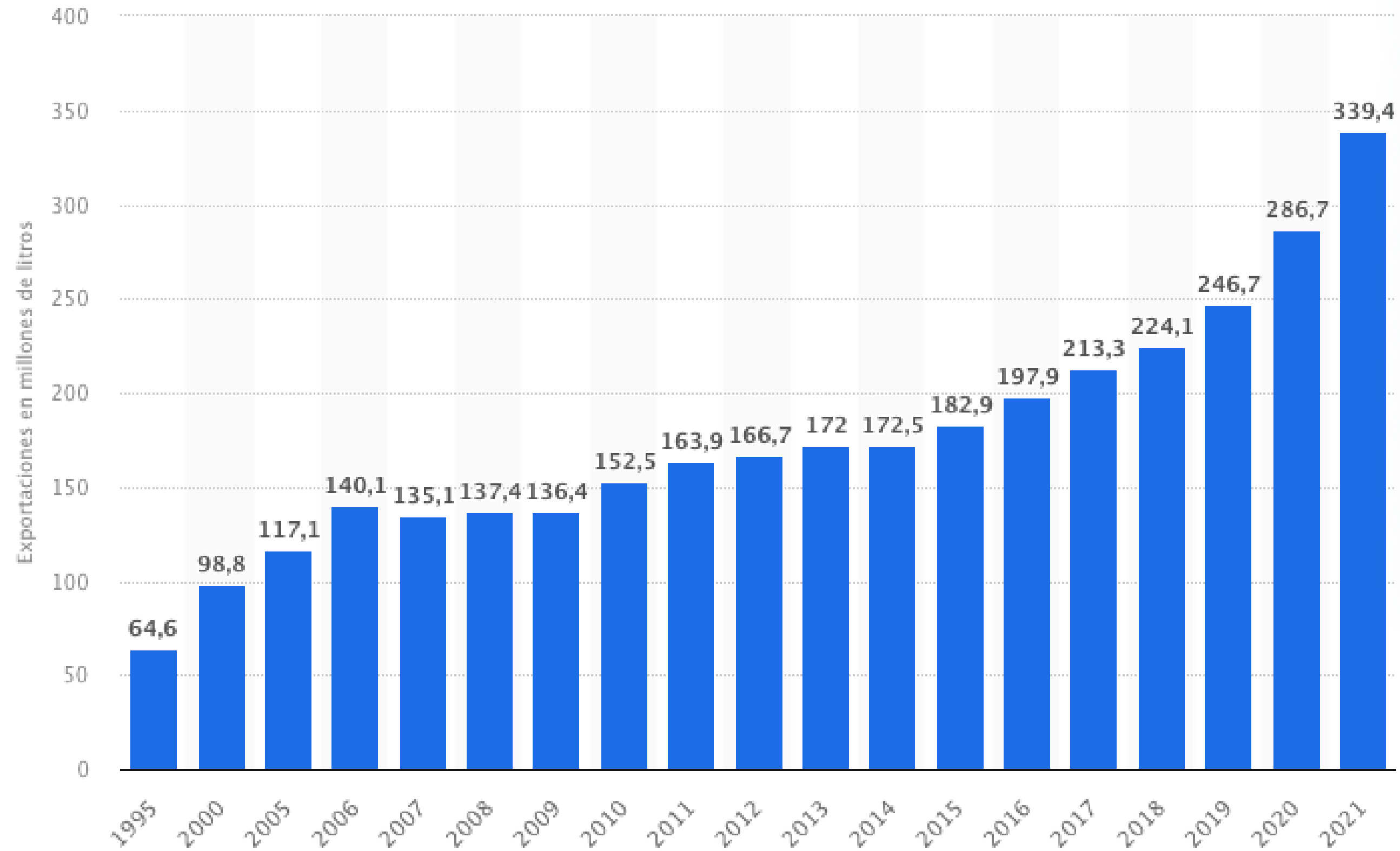
# Starting Off with a Bang Real Del Valle Tequila lands in the United States

At the start of Q4 in 2020, the first full truck load of 11,220 bottles landed in California.

In January of 2021, a wave of trucks began to land in California. The largest tequila market in the world, Southern California, began to take notice of Real Del Valle Tequila



# Tequila Exportations from México (1995-2021) Million Liters







## Tequila breaks production and export records in 2020

According to (Forbes, 2021) The production of this distilled beverage reached 374 million liters, 6.3% more than in 2019.

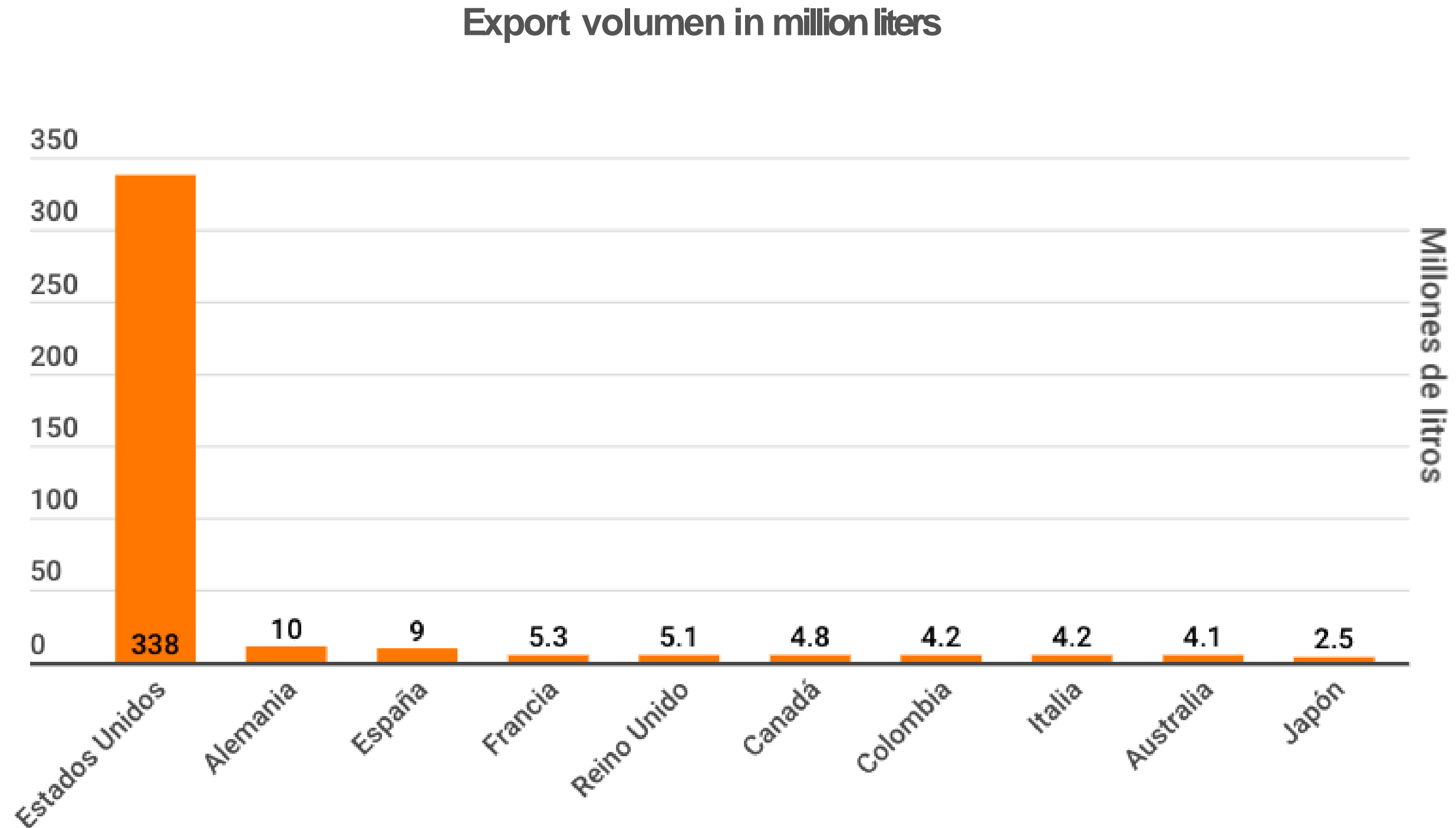
Tequila Regulatory Council (CRT).

In a statement, the agency detailed that, according to registered figures, the production of the drink reached 374 million liters, 6.3% more than in 2019, also being the best year for the production of 100% agave tequila that it reached its highest historical level of 228 million liters produced in this category.



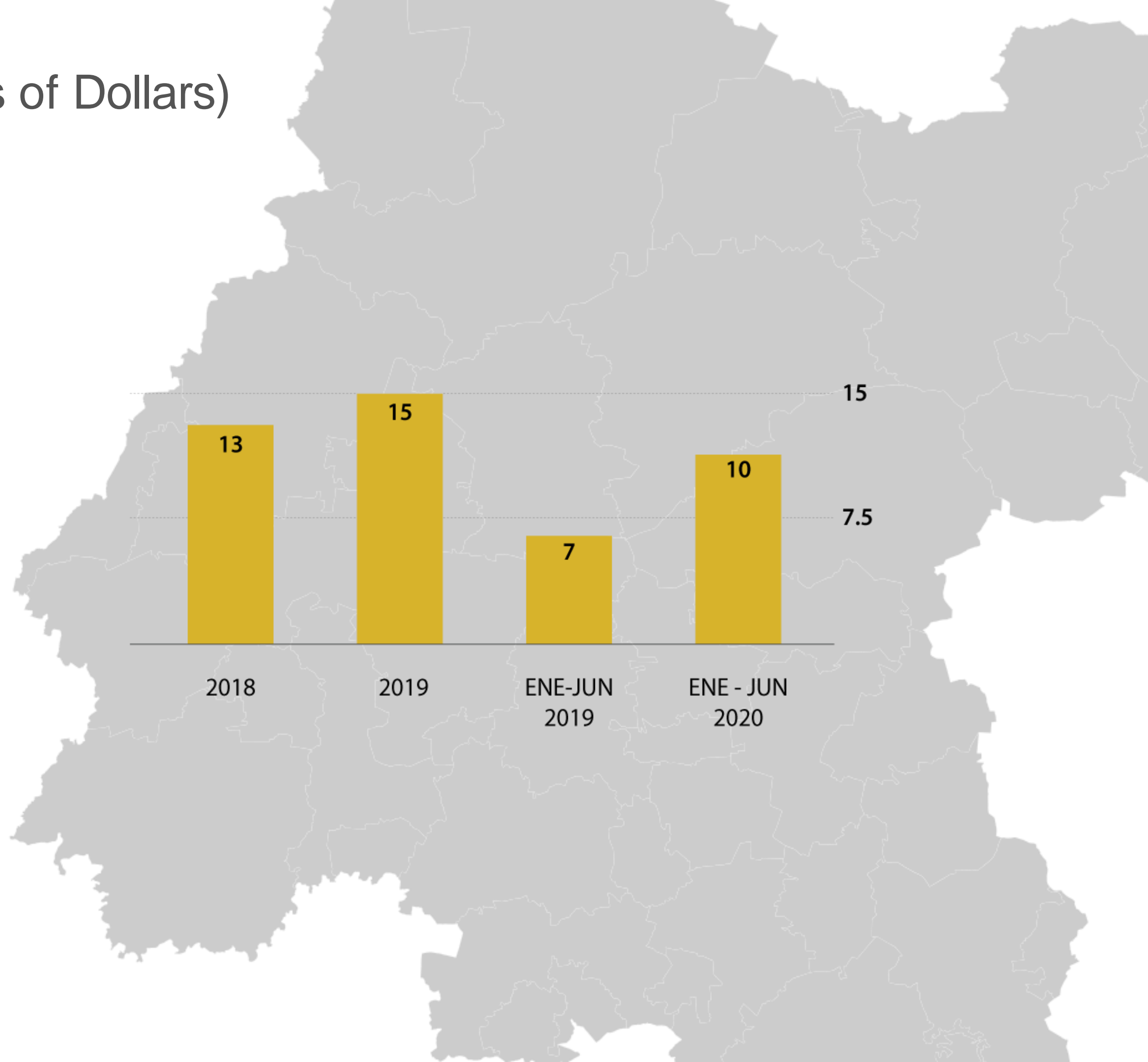
# Leading countries of destilation of Tequila exports from Mexico in 2022)

Mexico: Tequila export volume 2022, by country





# Exports – Guanajuato (Millions of Dollars)





## In 2020, Guanajuato Grew 68% In Tequila Exports

During 2020 Guanajuato had an economic surge of \$23 million in tequila exports, solidifying itself as the second most important state in terms of tequila in Mexico.

According to the Coordinator for the Promotion of Foreign Trade **(COFOCE)** in Guanajuato, exports of products with alcoholic content totaled 7 million dollars, which represented an annual increase of 17 percent.







## How many hectares does Guanajuato have for agave?

In the state of Guanajuato there are approximately 16,281 hectares planted with agave, and of these 43 percent, that is, 6,991 hectares, are within the area of designation of origin, a relevant aspect to reach export markets.

The current amount of mature agave in Guanajuato is poised to increase in 2022 to reach a nearly limitless supply of raw material for tequila production.



# Brand Story

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The legacy began years ago in the heart of Mexico, Guanajuato. Known for its expansive plateaus, beautiful landscapes, and luscious farmland, Guanajuato provided the perfect climate and growing conditions for the early agave farmers.

Their labor was a labor of love. Farming ran deep within the community, as the early farmers were continuing a long-standing legacy of tried-and-true tradition - following in the footsteps of their ancestors. Harvest season was an especially critical time for them, as their livelihood depended upon a productive yield of high-quality agave.

The agave was used to produce some of the most pure, rich, and high-quality tequila in the world. For centuries, tequila has relied on the agave from these locally tended Guanajuato farmers.

The *agaveros* (*agave farmers*) decided to merge their resource to create their own tequila, a representation of the rich culture, history, and heritage right from their own fields. They wanted to create a brand that emulated the traditional values and core beliefs that their ancestors had planted into the soil.

In 2020, they are the only farmer-owned tequila distillery in all of Mexico, a unique and rare achievement. Their ability to garner a loyal following of tequila lovers worldwide is a testament to the love, attention to detail, and quality they put into each and every bottle.

One taste, and you will understand why Real del Valle is regarded as the very best. Straight from the purest agave in all of Mexico, you can be sure that this tequila will be extraordinary until the last drop.





# Foundation

**'REAL' also tells us about authenticity, about staying 100% honest with who we are, what we say and where we are.**

Real Del Valle refers to REAL Tequila, not meaning the most expensive or the most luxurious, but how we feel tequila is meant to be. The spirit that comes from the land that saw us born, from the land that took care of us, to the work and love from of the community, the REAL taste of tequila, the flavor of traditions.

## ***TIME. PATIENCE. TRUST***

Our agaves take 6 - 8 years to fully mature and are handpicked for quality by our skilled *agaveros*. Patience is an essential ingredients, not only for growing and harvesting agave but for cooking and distilling a high-quality tequila as well. At Real Del Valle we put 100% of our trust in the abilities and knowledge of our team, from farming to production. Each part of the process has been passed down from generations of farmers before them and continues to grow the highest quality agave, producing the best tequila in the valley.

## ***EMPOWERING THE COMMUNITY***

The *agaveros* have complete control of everything from "farm to glass"- where they plant, how they take care of and manage their crop, how it is farmed, to how it is produced into tequila. It is very important (and unique) for them to have control of the entire process in terms of controlling quality but also empowering to the community



## Our Signature

# BE REAL.

## Brand Ethos

*Real People.*

*Real Communities.*

*Real Tequila.*

### Real People.

The people drinking Real Del Valle should be real people in everyday life, having a great time with their friends, in an organic, Southern California look & feel. No staged or contrived images. House parties, surfing/beach, bonfires, active lifestyle, drinking with friends.

### Real Communities.

Don't just tell our story, give others a voice. Highlight the people that bring Real del Valle to life and why Real Del Valle would not be possible without them. From co-op of *agaveros* who grow the agave, to the jimadors, to the people that live in the greater community who support the people making the tequila. Profiles on the people we want to showcase on the website along with short, inspirational story's about them on our social media. Have them hand-sign bottles off production line.

### Real Tequila.

What makes Real Del Valle so special is that it is traditionally made the way it has been made for generations and tastes how tequila is intended to taste.



# Advocacy & Outreach Platform (2023+)

## The “Good Man/Woman” Trade Advocacy Program

A hand-selected group of influential bartenders who are leaders in their community. Members will support each other, work together, and learn from one another. At regular meetings, workshops, events, and excursions, they swap ideas and learn to use new tools and skills behind the bar, as well as being advocates for change in their communities with the help of Real Del Valle.

A discussion platform for ways to inspire REAL change in our communities, both local and abroad (MX)

## REAL Change

An outreach program that Real Del Valle will sponsor to identify REAL issues in our local community. Will be led by a diverse coalition of industry & community members that work towards and inspire REAL change. Team up with non-profits or similar agencies that help underserved/disenfranchised communities due to socio economic factors.







# Social Media Plan

## PHASE 1: Bottle Shots

packaging, label, bottle

## PHASE 2: Where it's made, how it's made the people making it

Real Del Valle in Guanajuato, in the fields, with the agave, in the distillery, bottle in the hands of the people producing it.

## PHASE 3: Lifestyle

Focus on where we want to place the tequila - ex backyard BBQ, house party, at the beach. Invite consumers to share their own and we will repost highest quality images onto social media and send them brand swag via DM

## PHASE 4: Bartenders

Focus on bartenders pouring tequila cocktails/shots and making them with Real Del Valle. Identify specific key bartenders that we can highlight in our social media

## PHASE 5: Social Media Driven

Instagram vs. REAL life - create our own posts then invite consumers to send us their own, repost a select few, send brand swag via DM



## *Current Sales*

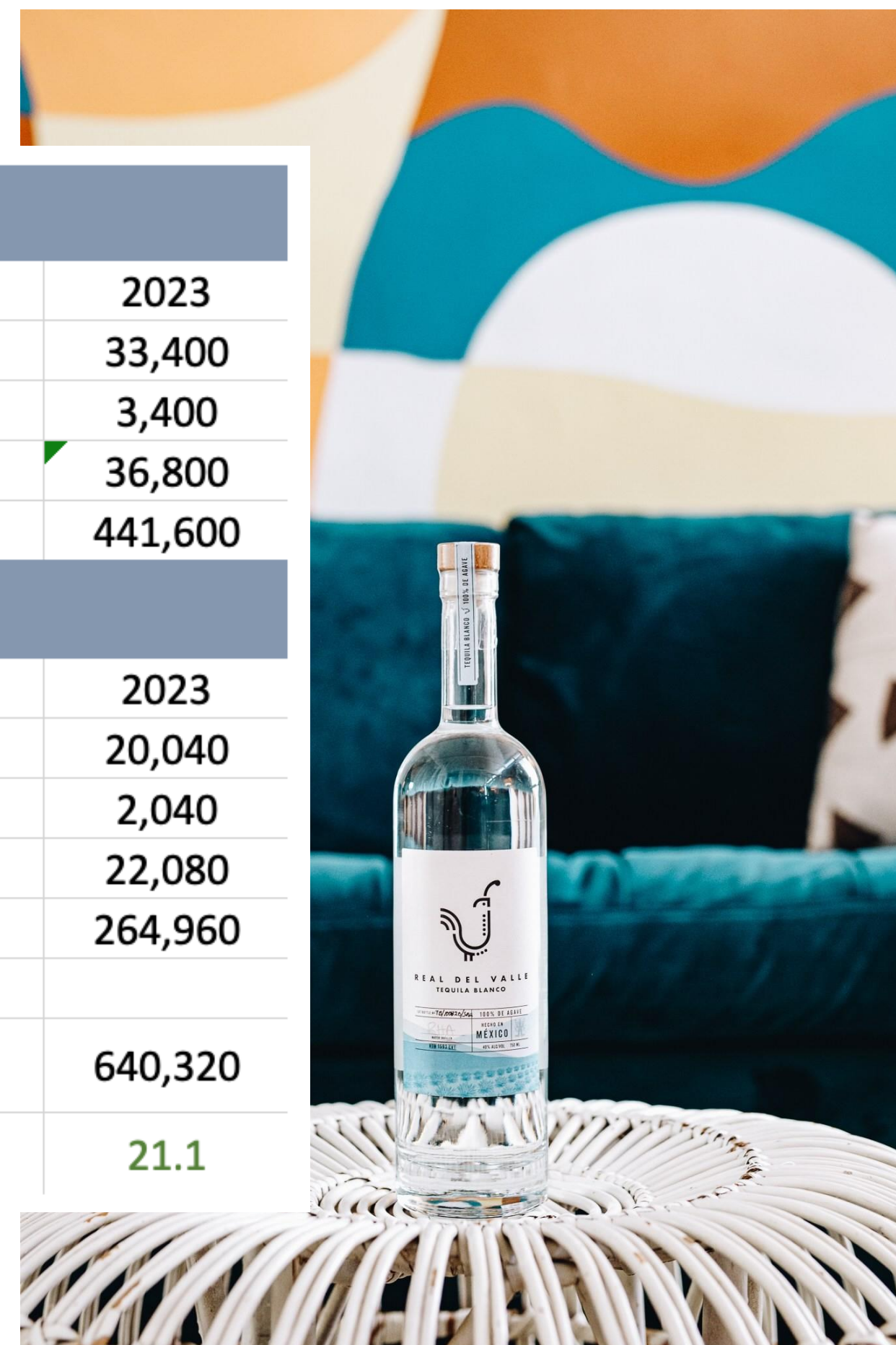
Strategically launching in the most competitive Tequila market in the world Southern California, we exceeded our year forecast by Mid Summer. Our sales will surpass 10,000 9L cases by end of year and was throttled due to supply chain pandemic setbacks.

We strategically declined chain partnerships and new territory expansion to ensure our forecast was dedicated to brand building and On-Premise growth. Over 90 percent of our business is Bars and Restaurants, leaving huge growth potential in the Off Premise Sector.





<b>PRESENTACIÓN DE 1 LITRO</b>					
Presentación 1 Lt	2020	2021	2022	2023	2023
Cajas de RDV Blanco	2,100	9,550	17,600	27,600	33,400
Cajas de RDV Reposado	210	385	2,237	2,790	3,400
Total de cajas 1 Lt	2,310	9,935	19,837	30,390	36,800
Total de Botellas 1 Lt	27,720	119,220	238,044	364,680	441,600
<b>PRESENTACIÓN DE 750 ML</b>					
Presentación de 750 ml	2020	2021	2022	2023	2023
Cajas de RDV Blanco	1,260	5,730	10,560	16,560	20,040
Cajas de RDV Reposado	126	231	1,342	1,674	2,040
Total de cajas de 750 ml	1,386	5,961	11,902	18,234	22,080
Total de Botellas de 750 ml	16,632	71,532	142,826	218,808	264,960
<b>Total de litros</b>	<b>40,194</b>	<b>172,869</b>	<b>345,164</b>	<b>528,786</b>	<b>640,320</b>
<b>Crecimiento porcentual</b>		<b>330.1</b>	<b>99.7</b>	<b>53.2</b>	<b>21.1</b>





TEQUILA  
REAL DEL VALLE  
100% DE AGAVE



BE REAL.



@REALDELVALLETEQUILA



TEQUILA REAL DEL VALLE

#DRINKREAL

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