

Levy

CASAMIGOS SPIRITS CO.



CASAMIGOS



We love Casamigos on the rocks, by the shot and at times straight from the bottle. Tequila-filled nights with friends is how Casamigos was born. Our idea was to make the best-tasting, smoothest Tequila and Mezcal, whose taste didn't have to be covered up

George Clooney + Rande Gerber



BLANCO

Rests for 2 months. Crisp and clean with hints of citrus, vanilla and sweet agave, with a long smooth finish.



REPOSADO

Aged for 7 months. Soft, slightly oaky with hints of caramel and cocoa. It has a silky texture with a medium to long smooth finish



AÑEJO

Aged for 14 months. Pure and complex aroma, with soft caramel and vanilla notes. Perfect balance of sweetness from the Blue Weber agaves, with subtle hints of spice and barrel oak, with a lingering smooth finish.



MEZCAL

Rests up to 2 months. Balanced and elegant. Hints of tamarind and pomegranate aromas are followed by herbal tones of fresh mint and dried oregano. Delicate notes of smoke and black pepper lead to a long silky finish.



WINNER
San Francisco World Spirits Competition



WINNER
Ultimate Spirits Challenge



WINNER
New York World Wine & Spirits Competition



WINNER
Spirits of Mexico Tasting Competition



WINNER
World Spirits Award Double Gold



OVERVIEW

Casamigos, through its relentless growth and unwavering fidelity to its aspirational lifestyle image, has cemented its position as the challenger brand in the ultra-premium tequila category. Gaining market share, as it continues its record of year-over-year, double-digit growth.

Casamigos has, in a few short years, captured over 20% of the category (Nielsen Total US x AOC Share of \$'s last 52 weeks Ultra-Premium Tequila). Through its focus on creating a lighthouse identity; an identity rooted in authenticity and the founder's influencer status, the brand has developed a cachet that resonates across all the important demographics. From reality TV, to Casamigos' famous, star-studded Halloween Party, hosted by our founders George Clooney, Rande Gerber and Mike Meldman, the brand rises above others, as it continues its strategy of relying on its connections to social media influencers, while eschewing traditional marketing. The success of this strategy is reflected in Casamigos' unmatched PR, its strong following by 21-40-year-olds on Social Media, and the billions of media impressions it has garnered.

In a partnership with a company of the quality of Levy, we look to share our momentum and signature assets to the benefit of our partners; with the goal to positively enhance your customer's experience towards your venues. Thank you for your business and support of Casamigos.

PROMOTIONAL ACTIVATIONS AND ASSETS AVAILABLE TO
CREATE A CURATED CASAMIGOS EXPERIENCE FOR LEVY'S
FANS



Mobile Carts



PRECISION SERIES

ACM BAR CART

DIMENSIONS
 • 74"L x 30.5"D x 45.575"H

- FEATURES**
- 2 - 58qt Consumable ice bins w/ 55 lbs; NSF Approved
 - 2 - 14" Speed Rails
 - 1 - 15 gallon Water Reservoir tank
 - 4" Casters
 - Bumper & Skirting
 - Available in Black or Brushed ACM; Branding available on front and sides

ELECTRIC

- FEATURES**
- 20A P.O.S. receptacle
 - Under-counter LED Lights on both customer & server side





BASEBALL SEASON 2023-24

Curated Casamigos Fan Experience

- Program goal: create a curated Casamigos fan experience for a select number of VIP guests. Ahead of a Casamigos LTO roll-out, generate excitement with loyal fans with a first look at Casamigos Cocktails with food pairing menu.
- Activation Contents:
 - Casamigos Cocktail Tasting
 - Tour of Casamigos Tequila Bar
 - Food Pairing
 - Mobile Bar Cart or large footprint bar depending on venue restrictions etc.
 - Signage
 - Casamigos Video Content
 - Casamigos Collectors Mason Jars
 - Casamigos Bar Tools



TASTING MENU



CASA MINT LEMONADE

1.5 oz. Casamigos Blanco Tequila
.5 oz. Fresh Lemon Juice
.5 oz. Simple Syrup
2 Dashes Black Lemon Bitters by Scrappy's®
8 - 10 Mint Leaves
Top Off With Fresh Lemonade
Garnish Lemon Wheel and Mint Sprig

Combine all ingredients, except lemonade, into tin shaker. Muddle mint. Add ice, shake vigorously and fine strain into Collins glass. Add fresh pebble/crushed ice, top off with lemonade and garnish.



AÑEJO NEW FASHIONED

1.5 oz. Casamigos Añejo Tequila
2.5 oz. Agave Nectar
2 Dashes Orange Bitters
2 Dashes Angostura® Bitters
Garnish Orange Peel wrapped around Luxardo® Cherry through Skewer

Combine all ingredients into a glass mixer. Add ice, stir well for 30 - 40 seconds and strain into a rocks glass. Add large ice cube and garnish.



SMOKY CASA MARGARITA

2 oz. Casamigos Mezcal
1 oz. Fresh Lime Juice
.75 oz. Simple Syrup
2 Dashes Orange Bitters
Garnish Flamed Orange Peel

Combine all ingredients into tin shaker. Add ice, shake vigorously and strain into rocks glass. Add fresh ice, express natural orange oils from peel over top of cocktail and garnish. NOTE: For less smoky option, decrease the Casamigos Mezcal pour to 1 oz. and add 1 oz. Casamigos Blanco Tequila.



LA PIÑA

1.5 oz. Casamigos Reposado OR Blanco Tequila
1 oz. Fresh Pineapple Juice
.75 oz. Fresh Lemon Juice
.5 oz. Simple Syrup
1 Pinch Cinnamon
Garnish Pineapple Triangle Wedge with Cinnamon Sprinkle

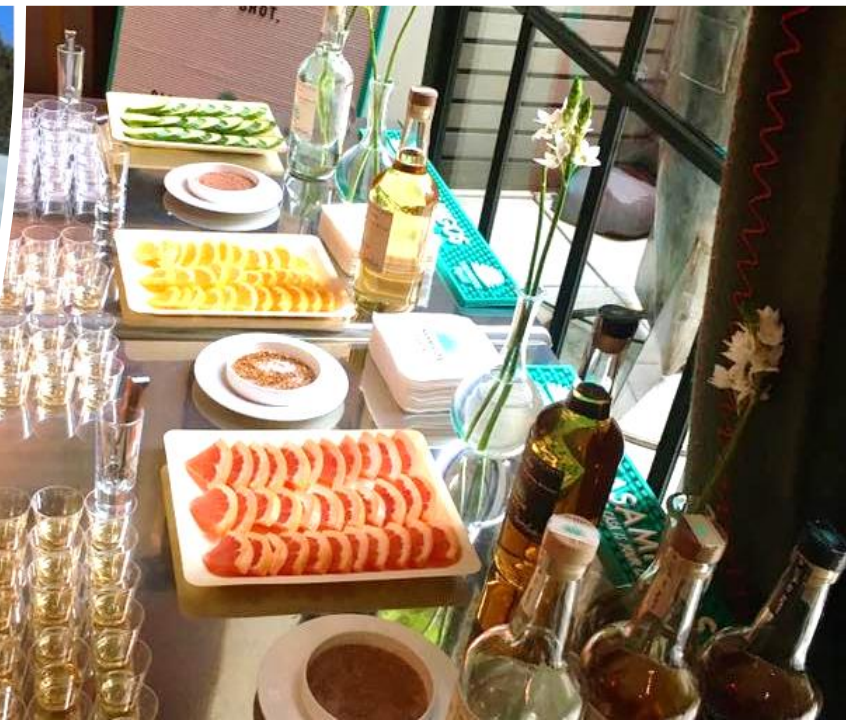
Combine all ingredients into tin shaker. Add ice, shake vigorously and strain into rocks glass. Add fresh ice and garnish.



FLIGHT ACTIVATIONS SUITES

• As consumers' interest in agave-based spirits continues to grow – we want guests to experience these spirits in a new way! Our National Mixologist has curated salt and fruit pairings, that enhance the flavors in our tequilas and mezcal. Sip, sip, salt, fruit, repeat.

- BLANCO – English Cucumber slice with salt, sugar, tajin mixture
- REPOSADO – Grapefruit slice with salt, sugar, orange peels
- ANEJO – Orange slice with salt, sugar, cinnamon mixture
- MEZCAL – Pineapple slice with salt, sugar, tajin mixture



COCKTAIL TOPPING STATION WINTER SUITES PACKAGE

- Create a hands-on experience by offering a winter cocktail topping station featuring winter cocktail classics – Spiked or Smoked Hot Coco, Pumpkin Spice, Anejo Apple Cider, Frozen Hot Chocolate.

- POS items to support:
 - Cantaritos or custom mug glassware
 - Barware for set up
 - Menu and Marketing Print Support
 - Cocktail recipes & ideation
 - Branded toppings (ex: Casamigos Marshmallows)



FRESH CITRUS MARGARITA WITH A SPICED RIM



INGREDIENTS



1.5 oz Casamigos Tequila Reposado OR Blanco Tequila
.75 oz. Fresh Lime Juice
.5 oz. Agave Syrup
.25 oz Fresh Orange Juice
½ Thick Rim Equal Parts Salt/Sugar/Tajin



GARNISHES

Half-Moon Orange Slice



PREPARATION:

Wet ½ rim of rocks glass with lime wheel or wedge, then dip into salt mixture. Combine all ingredients into a tin shaker. Add ice, shake vigorously and strain into rimmed rocks glass. Add fresh ice, garnish and serve.



NOTES

Highlight citrus flavors in nonalcohol and adult beverages such as lemon, lime or blood orange, and pair with terminology such as “fresh” or “refreshing” to boost craveability, as shown in four of the top 20 most craveable LTOs for March - Technomics LTO Report 2021

SPICY STRAWBERRY BASIL MARGARITA



INGREDIENTS



1.5 oz Casamigos Reposado Tequila
.75 oz. Fresh Lime Juice
.75 oz Strawberry Puree by REAL
4 Basil Leaves
*2 Pumps Monin Jalapeno Concentrate



GARNISHES

Lime Wedge



PREPARATION:

Combine all ingredients into a tin shaker. Muddle basil. Add ice, shake vigorously and strain into a rocks glass. Add fresh ice, garnish and serve.

NOTES





SPICY PASSIONFRUIT MARGARITA

INGREDIENTS



1.5 oz Casamigos® Reposado Tequila
.75 oz. Fresh Lemon Juice
.5 oz Passion Fruit Purée by REAL
2 Pumps Monin Jalapeno Concentrate or 2 serrano



GARNISHES

Mint Sprig



PREPARATION:

Combine all ingredients into a tin shaker. Add ice, shake vigorously and strain into a rocks glass. Add fresh ice, garnish and serve.



NOTES

GUAVA GINGER MARGARITA



INGREDIENTS



- 1.5 oz Casamigos® Tequila Blanco
- 1.5 oz. Fresh Lemon Juice
- 1 oz Guava Purée by REAL
- 2 Pumps Monin® Ginger Concentrated Flavor
- 1 Pinch Cinnamon



GARNISHES

Floating Lemon Wheel with Mint Sprig through Center



PREPARATION:

Combine all ingredients into tin shaker. Add ice, shake vigorously and strain into rocks glass. Add fresh ice, garnish and serve.

NOTES





TEQUILA MINT LEMONADE



INGREDIENTS

1.5 oz. Casamigos Blanco Tequila
.5 oz. Fresh Lemon Juice
.5 oz. Simple Syrup
8-10 Mint Leaves
Top off with Lemonade
Mint Sprig



GARNISHES

Lemon Wheel and Mint Sprig



PREPARATION:

Combine all ingredients, into tin shaker. Muddle mint, or put in shaker. Add ice, shake vigorously and fine strain into collins glass. Add fresh Pebble/crushed ice, then garnish and serve.



NOTES

DRAGONFRUIT FRESCA MARGARITA



INGREDIENTS



1.5 or 2.0 oz Casamigos® Blanco
.75 oz. Fresh Lime Juice
.75 oz. Monin® Dragon Fruit Syrup
4.0 oz Grapefruit Soda

GARNISHES



Dragon Fruit Wheel, Lime Wheel

PREPARATION:



Combine all ingredients into tin shaker. Add ice, shake vigorously and strain into rocks glass. Add fresh ice, garnish and serve.

NOTES





WATERMELON RITA, WITH A SPICED RIM

INGREDIENTS



1.5 oz. Casamigos Tequila Blanco
.5 oz. St. Germain Elderflower Liqueur
1.0 oz. Fresh Lime Juice
.75 oz. Monin® Watermelon Puree
½ Thick Rim Equal Parts Salt/Sugar/Tajin



GARNISHES

Floating Lime Wheel, watermelon or edible Flower



PREPARATION:

Wet ½ rim of rocks glass with lime wheel or wedge, then dip into salt mixture. Combine all ingredients into tin shaker. Add ice, shake vigorously and strain into rimmed rocks glass. Add fresh ice, garnish and serve.



NOTES



RANCH WATER LIGHT ON CALORIES REGULAR & SPICY



Casa Ranch Water (Classic)

1.5 oz. Casamigos Blanco Tequila
.5 oz. Freshly Squeezed Lime Juice
4 oz. Topo Chico OR Owens and Q
Garnish Lime Wedge at End of Skewer

Combine Casamigos Blanco and fresh lime juice into a collins glass over ice and top off with Topo Chico or Owens and Q. Stir well and garnish.

Spicy Ranch Water

1.5 oz. Casamigos Blanco Tequila
.5 oz. Freshly Squeezed Lime Juice
2 Serranos OR 2 Pumps Monin Jalapeno Concentrate
4 oz. Topo Chico OR Owens and Q
1/2 Thick Rim Equal Parts Salt/Sugar/Tajin
Garnish Serrano Slice

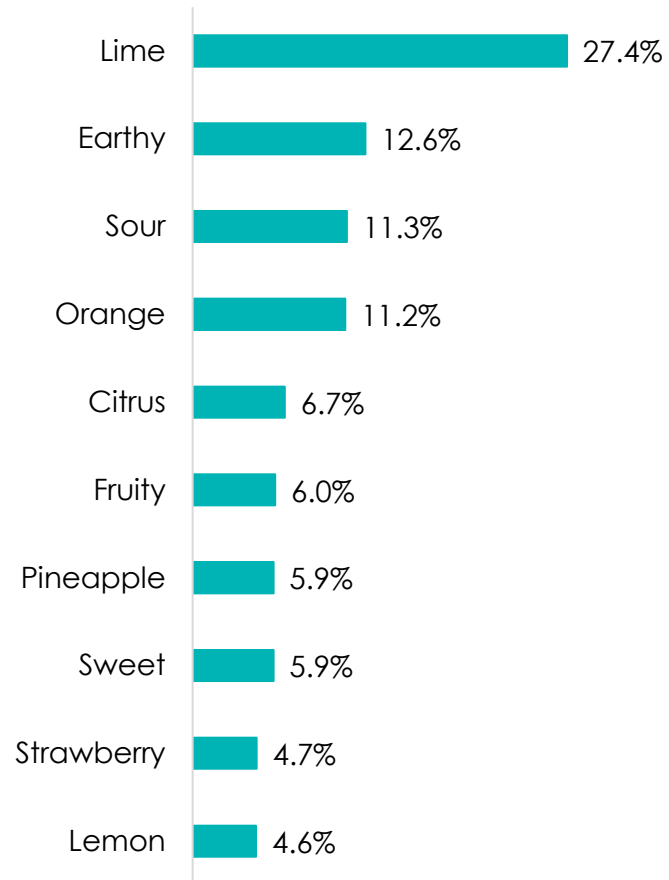
Combine 2 serrano slices into a Collins glass and muddle (OR 1-2 Pumps Monin Con). Then add ice to glass, combine Casamigos Blanco and fresh lime juice and top off with Topo Chico or Owens and Q. Stir well and garnish.



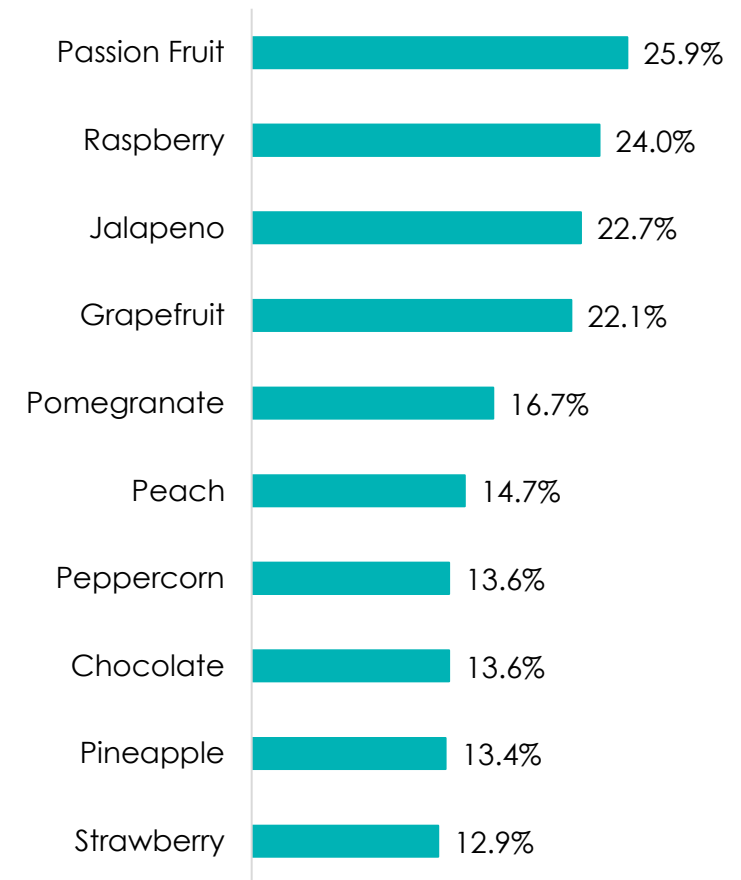


• TEQUILA | FLAVORS * PASSION FRUIT, STRAWBERRY, GRAPEFRUIT, JALAPENO

TOP FLAVORS IN DRINKS
PAIRED WITH TEQUILA



FASTEST-GROWING FLAVORS IN DRINKS
PAIRED WITH TEQUILA



Base: 2,439 menu items across 314 operators with five-year historical menus in Q2 2021-Q2 2022
Source: Technomic Ignite Menu



BIGGEST JUMP IN NATIONAL ACCOUNT MENU MENTIONS

TEQUILA | TOP BRANDS

| Brands | % of Operators | One-Year Operator Change |
|---------------|----------------|--------------------------|
| Patron Silver | 36.6% | 9.5% |
| Jose Cuervo | 23.2% | 9.0% |
| Don Julio | 21.3% | -2.9% |
| Sauza | 21.3% | -1.5% |
| 1800 | 20.4% | -4.5% |
| Casamigos | 19.4% | 22.0% |
| El Jimador | 16.6% | 0.0% |
| Herradura | 16.2% | 15.9% |
| Milagro | 15.3% | 4.3% |

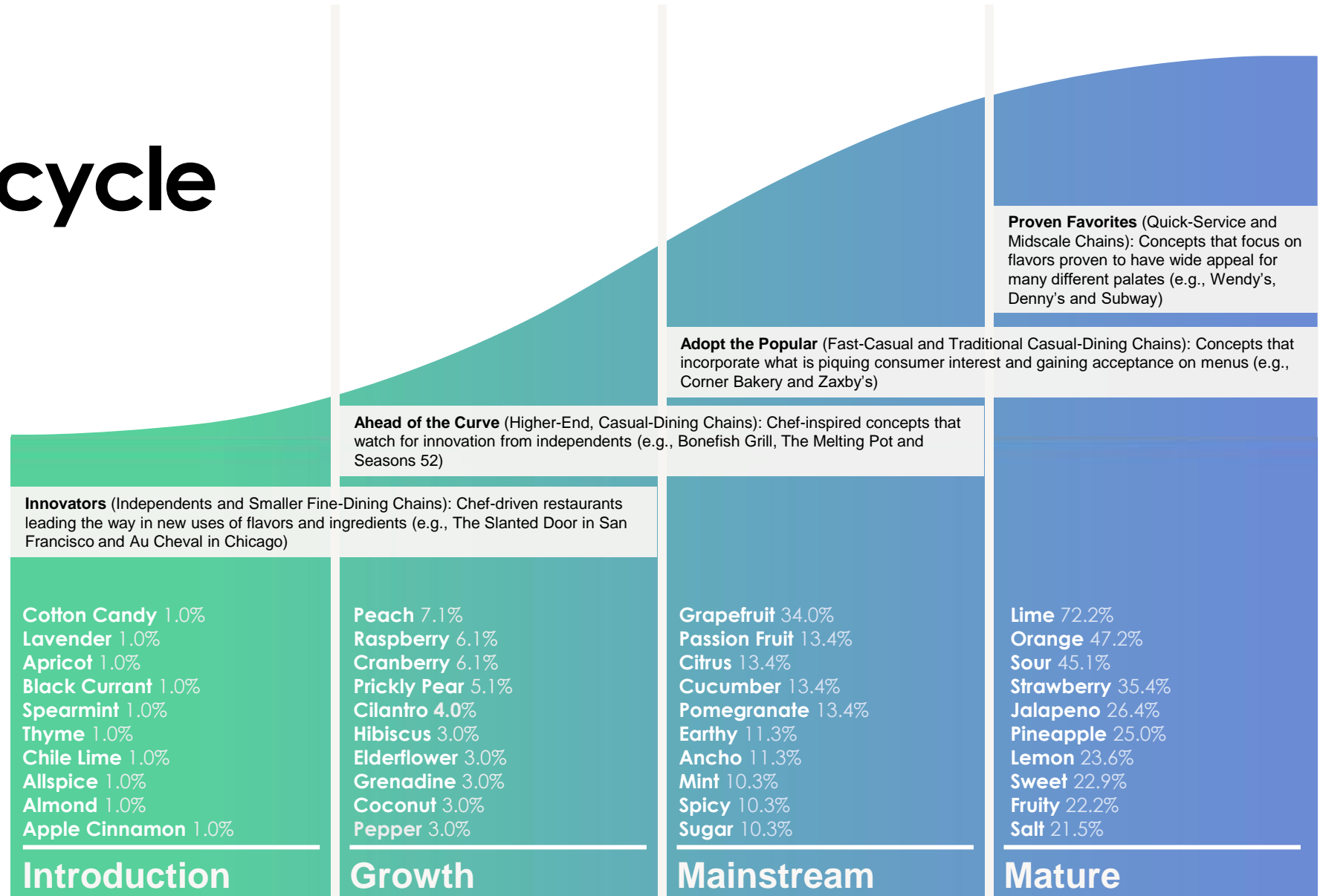
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• Flavor Lifecycle

• What am I looking at?

The percent of operators in each specific bucket that menu these ingredients/flavors/etc. within the topic searched

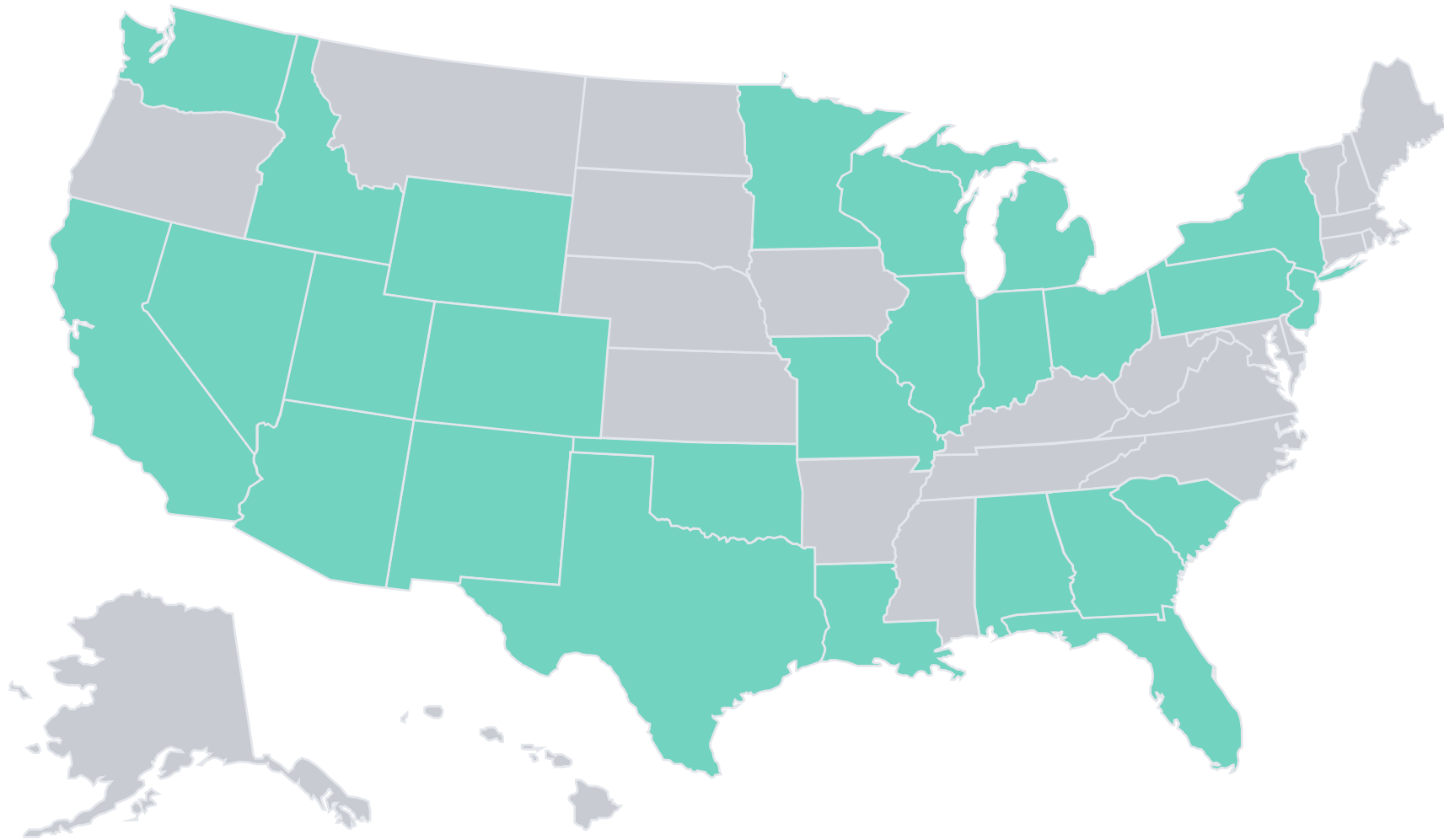


Source: Technomic Ignite Menu



CASAMIGOS TEAM MAP

Casamigos has over 50 sales representatives across the country, able to assist with program initiatives. From staff trainings, menu collaborations and hosting events – Casamigos & our distributor partners are ready to help.





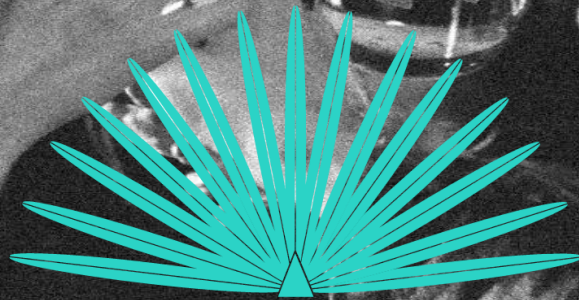
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ADDITIONAL ASSETS



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Georg Clouy + Rande Arbin