

April 2021

Cinco de Mayo

MEXICAN RESTAURANT™



April 2021 Promotions Month of Agave-based Products California



Martinez Distributing Co., Inc.

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www.martinezbrands.com

Combo#1 Rancho Escondido 750ml



Buy 7 cases of Rancho Escondido and
get 3 cases of NEW Rancho Escondido Tamarind
Spicy at n/c

7 cases @ \$90.00 = \$630.00

\$630.00/10 = \$ 63.00

Your pay only \$63.00 per case

Net Bottle Cost \$ 5.25

Suggested shelf price \$ 7.99

Margin 34% on sell



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Combo#2

Reserva Don Armando Tequila

100% Agave Extra Añejo Cristalino



Buy 1 case of Reserva Don Armando and
get 1 case of La Paz Margarita Mix at n/c

1 case @ \$240.00 = \$240.00

La Paz Mix Case Cost Value = \$24.00

Net Case Cost \$ 216.00

Net Bottle Cost \$ 36.00

Don Armando suggested shelf price \$ 49.99

La Paz Mix suggested shelf price \$ 5.99



Combo No. 3 PAQUÍ Luxury Tequila

Buy a case of PaQuí Silvera and get:

1. Top volume discount price, plus
2. A case of La Paz Margarita Mix (6 bottles) at n/c

La Paz Margarita Mix Revenue@ \$5.99 p/bottle = \$35.94



PaQuí Net Case Cost \$ 180.00

Net Bottle Cost \$ 30.00

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Combo#4 Antonio Aguilar Mezcal

**Buy 3 cases of Antonio Aguilar Mezcal
and get 1 case at n/c**



3 cases @ \$168.00 = \$504.00
 $\$504.00 / 4 = \126.00 per case

Net Bottle Cost \$ 21.00

Suggested shelf price \$ 29.99

Margin 30% on sell

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Savings/case \$ 42.00

Savings/bottle \$ 7.00

Combo No. 5 MUCHA LIGA Tequila

Buy a case of Mucha Liga Tequila, any style and get:

1. Top volume discount price on any Mucha Liga, plus
2. A Pack of 3-100ml Set of Mucha Liga at n/c



MUCHA LIGA represents the thrill of the Mexican Lucha Libre, the country's professional masked wrestlers

- ✓ The Blanco Tequila, named BRAVO, is unaged
- ✓ The Reposado Tequila, named CANIBAL, is aged 6 months in used bourbon barrels
- ✓ The Añejo Tequila, named INVICTO, is aged 18 months in used bourbon barrels
- ✓ Distilled from 100% Tequilana Blue Weber Agave at Destiladora Juanacatlan, Jalisco. NOM 1551
- ✓ Available in 750ml and 100ml 3-pack

THE PROCESS OF CHAMPIONS

Ripe agave are picked by hand and cooked in brick ovens
 The juice (Mosto) is separated from the pulp and then fermented with the finest yeasts in open air tanks
 Through double distillation, our traditional pot stills will render a distinguishing Blanco Tequila, our premium base
 Distilled from 100% Tequilana Blue Weber Agave at Destiladora Juanacatlan, Jalisco. NOM 1551
 The agave is grown in "Le Cienega" region under the surveillance and care of the Juanacatlan distillery farmers, a new terror is born
 Women in charge. Under a male dominated industry, our program is a leader in creating and holding 95% of job positions that empower women, not only seeking financial reward for their households, but to break the generational transmission of poverty and strengthen the social tissue thus building greater links amongst our community.

Style	Case Cost
Blanco	\$ 183.00
Reposado	\$ 192.00
Añejo	\$ 210.00



BLANCO

This is Tequila in it's purest form, unlicked by the barrel and clear, the true flavor from Blue Agave, sensitive silver, natural, fresh, light and attractive. A trendy smoothness to be enjoyed neat.



AÑEJO

Matured from the fields, our agave then processed as tequila will be patient to rest in barrels for 18 months to become a robust, smooth and bold Añejo. A seductive and experienced expression of our familia.



REPOSADO

Rested in white oak barrels for 6 months, our Reposado is unlike any tequila with a great balance among the immediate presence of caramel and the gentle flavors of blue agave. An untamed expression of tequila.

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Combo#6 Mezcal Selection

Buy a case of each and get:

1. Top Deal Price
2. Half price off on third case



Brand	Region	Top Deal Price	Additional Disc.	Net Btl Cost	Sugg. Shelf Price	Margin
Lejana y Sola	Oaxaca	\$252.00	\$0.00	\$42.00	\$59.99	30%
Antonio Aguilar	Zacatecas	\$147.00	\$0.00	\$24.50	\$34.99	30%
La Penca	San Luis Potosi	\$132.00	\$66.00	\$11.00	\$19.99	45%

Total Cases: 3

Total Combo Cost: \$465.00