

MARTINEZ  BRANDS

RENEWED TRADITION



**SINCE 1997, OUR VISION HAS BEEN TO BRING THE VIBRANT ARRAY OF SPIRITS AND UNIQUE ALCOHOLIC BEVERAGES OF THE SPANISH-SPEAKING WORLD TO U.S. HISPANIC AND NON-HISPANIC CONSUMERS.**

Our line of best-selling Latin American and Spanish heritage brands is instantly familiar to U.S. Hispanic consumers. These brands represent the very best of our Latin traditions, re-taking their rightful place at the center of memorable celebrations and get-togethers with friends and family. Our heritage brands make every gathering a traditional occasion and are now available in the U.S. bringing home our unique spirit of hospitality.

# MEETING CONSUMER DEMAND FOR HERITAGE BRANDS

The singular value of Martinez Brands is to help our retail customers maximize their appeal to the Hispanic consumer of every generation. Our experience confirms that Hispanic shoppers, young and old, not only yearn for their heritage, but influence the tastes and discoveries of the broader general market.

Martinez Brands is the ideal partner bringing unmatched capabilities and insights into the spirits category and Hispanic consumers through our full suite of services:

- Importing
- Distribution
- Marketing



## BUILDING ON A QUARTER-CENTURY OF INDUSTRY LEADERSHIP:

1997

Martinez Brands was established in 1997 in Los Angeles as a local and global sales office for El Charro Tequila, a flagship brand created in Mexico by the family of Dr. Javier Martinez, our founder.

We immediately began to expand our portfolio of alcoholic and non-alcoholic beverages to import and distribute other Mexican heritage brands and categories. Martinez Brands soon ranked in the top-five private label and generic bulk tequila sellers worldwide.

2014

In 2014, we embarked on a profound transformation. We developed our own original business model to keep pace with the explosive growth of Mexican spirit imports and consumer trends in the USA.

Our purpose in doing this was two-fold. First, to engage our customers in the value of established and promising Mexican brands which were not yet widely known to American consumers. Second, to help these brands reach out to more niche consumer market segments and accounts in the USA, which were largely ignored by the larger companies that focused on the broader mass market.

2021

Today the Martinez Brands portfolio proudly features over a dozen brands from across Latin America and Spain. We represent an unequalled variety of spirits and wines previously unavailable in the U.S.

Our services have expanded beyond imports to distribution and one-stop marketing services to consumers and retail accounts.

Join us as we continue our mission of bringing the Latin best heritage brands to the U.S.

# A HERITAGE OF GROWTH FUELED BY ENTHUSIASTIC CONSUMER AND RETAIL SUPPORT FOR THE MOST ICONIC BRANDS FROM MEXICO, SPAIN AND THE REST OF LATIN AMERICA

## BEST-SELLING HERITAGE BRANDS



### ROMPOPE CORONADO

**Coronado** – A traditional Mexican crème liqueur, sweet and delicate. Mexico’s leading Rompope Brand.  
**Coronado Cappuccino** – A new Rompope with a creamy cappuccino twist, gaining popularity as the “Bailey’s of Mexico.”

Cocktail Suggestion:  
 “Bomba Rompope Coronado”



### RANCHO ESCONDIDO AGAVE SPIRIT

**Rancho Escondido Regular.** A unique agave-based spirit. Outsells the combined top three tequila brands in Mexico.

**Rancho Escondido Tamarindo.** New and flavorful addition to the Rancho Escondido family.

Cocktail Suggestion: “Banana Cream Pie”



### ALCOHOL VICARIO

Sugar cane alcohol, a must-have in every Mexican household for cooking, home remedies, and party punches.

Cocktail Suggestion:  
 “Shot Rompope Vicario”



## NEW FAVORITES



### TEQUILA PAQUÍ

PaQuí Ultra-Premium Tequila is made in small batches and hand-crafted to be the smoothest, most flavorful tequila in the world.

**Silver** – A distinctive taste profile, for sipping or mixing.

**Reposado** – A distinctly complex and subtly aged reposado tequila.

**Añejo** – The most luxurious añejo in our portfolio.



### TEQUILA RESERVA DON ARMANDO

One of the very few 100% Agave Extra Añejo Cristalinos currently available. Cristalino is añejo tequila that’s been filtered to remove the woodier notes while retaining the crisp notes of a blanco.



### MEZCAL ANTONIO AGUILAR

Inspired by Mexico’s legendary singer Antonio Aguilar, this superstar mezcal is distilled in Zacatecas from Weber Blue Agave and double distilled to achieve a smooth, refined flavor.



### JEREZ TRES ESTRELLAS

Jerez, or Mexican Sherry, is a fortified wine from Mexico similar to a Port. Tres Estrellas is the second best-selling Jerez brand in Mexico.



### LA PAZ MIXERS

Indispensable ingredients that will take your cocktail game to a new level.

**Margarita Mix**  
**Strawberry Margarita Mix**  
**Sweet & Sour**  
**Piña Colada**  
**Michelada**

## SALES PERFORMANCE AND MARKETING THAT DELIVERS RESULTS FOR OUR RETAIL PARTNERS

**Martinez Brands** is committed to uncapping sales growth for our retail partners. We support store presence and displays with an aggressive combination of taste-appeal driven social media presence, plus merchandising and promotional campaigns designed to grow basket size.

**Rompepe Coronado** represents a powerful case study in how we nurture brands to outperform competitors and boost dollar sales at retail. Nielsen 52-week data at a major Southern California chain points out impressive performance.

**Food4Less** saw crème liqueur category growth driven by Rompepe Coronado. Our brand generated more Unit Sales and Dollar Sales increases vs YA than the next top three brands combined including Bailey's, Kahlua and RumChata. For additional perspective, consider this; Rompepe Coronado accounted for 29% of all crème liqueur sales and moved up in ranking for sales of all spirits from 121 to almost the top 50.

### ROMPEPE CORONADO SALES PERFORMANCE

	\$ Sales PCT Change vs. YA	Unit Sales PCT Change vs. YA	Sales Rank Crème Category	Sales Rank All Spirits
<b>ROMPEPE CORONADO</b>	<b>+56.7%</b>	<b>+51.7%</b>	1	51
Avg. Rest of Crème Category	+33.5%	+16.9%		

Source: Retailer Data 52-wks ending 1/24/2021

Other general market retailers with footing in the Hispanic market such as Ralphs, Save Mart, FoodMaxx and Super King are benefitting from similar growth. Not surprisingly, we are seeing even stronger sales impact among chains focused on Hispanic shoppers – such as Superior Grocers, Vallarta Supermarkets, Northgate, Cardenas Markets, El Super and others.



TO LEARN MORE ABOUT MARTINEZ BRANDS AND HOW WE CAN ASSIST YOUR BUSINESS MEET HISPANIC DEMAND FOR HERITAGE WINE AND SPIRITS VISIT

[WWW.MARTINEZBRANDS.COM](http://WWW.MARTINEZBRANDS.COM)

