

Hijole! Tequila



100 % AGAVE - SILVER TEQUILA

Origin:

Amatitán Jalisco

Proof:

80 Proof (40% alc./vol.)

Available sizes:

750 ml

Key selling points:-

- i. Celebration of Good Times and Friendship
- ii. Certified Additive-free, Certified Organic
Certified Kosher, Non-GMO, Gluten-Free
- iii. Versatility and Accessibility
- iv. Global Authenticity
- v. Cultural Connection and Expression

Competitive set:

- Altos
- Lalo
- Espolon
- Patron
- Avion

Shelf positioning:

- Premium
- Eye Level adjacent to competitive set.

Pricing:

- SRP: \$44.99

Brand Purpose

Hijole! Tequila aims to create a global and inclusive experience centered around cultural expression, friendship, and celebration while valuing tradition and quality in its production process.

Celebration of Good Times and Friendship

The brand's goal is to share the love for good times, great tequila, and the creation of memorable experiences with friends and family.

Premium Tequila

Hijole! Tequila is all about capturing the natural flavors of agave and the richness of Jalisco soil.

We pride ourselves on being additive-free, GMO-free, certified organic, and Kosher. This message reinforces our dedication to providing the best possible product to our customers.

Versatility and Accessibility

Hijole! Tequila was created to be a versatile and accessible choice that can be enjoyed anywhere and anytime.



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