

PATRÓN
TEQUILA

MADE BY HAND.
PERSONALIZED FOR THE
HOLIDAYS.

ALEJANDRO EL PATRÓN REPOSADO
TEQUILA 100% DE AGAVE
HECHO EN MEXICO
750 ml 40% alc/vol.

ALEJANDRA LA PATRÓN SILVER
TEQUILA 100% DE AGAVE
HECHO EN MEXICO
750 ml 40% alc/vol.

ALEJANDRO EL PATRÓN CRISTALINO
TEQUILA AÑEJO
100% DE AGAVE
750 ml 40% alc/vol.

SCAN TO CREATE YOUR LABEL

THE PERFECT WAY TO ENJOY PATRÓN IS RESPONSIBLY. WWW.RESPONSIBILITY.ORG
©2025. PATRÓN, ITS TRADE DRESS, AND THE BEE LOGO ARE TRADEMARKS. HANDCRAFTED IN MEXICO. IMPORTED BY THE PATRÓN SPIRITS COMPANY, CORAL GABLES, FL. TEQUILA - 40% ALC. BY VOL.

Turning a standard sampling program into a premium conversion engine.

THE IDEA

Enhance off-premise sampling with a QR-driven custom label experience that lets consumers personalize their PATRÓN bottle at point of purchase. Labels are produced and shipped post-event —transforming a tasting into a meaningful, premium takeaway.

WHY IT WORKS

- Creates emotional ownership at the shelf, not just awareness
- Differentiates PATRÓN from standard in-store tastings
- Increases purchase urgency while capturing first-party data
- Delivers measurable lift with minimal incremental cost

EXECUTION AND PERFORMANCE

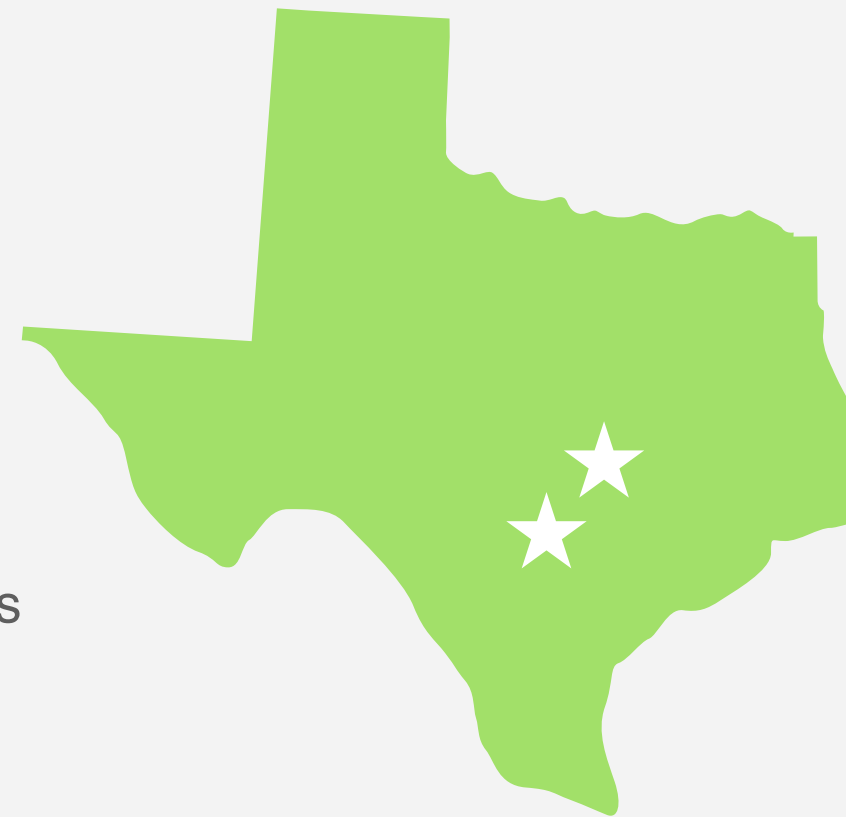
High conversion, even with lower foot traffic

Texas Pilot

Austin and San Antonio, December 12-31, 2025

Execution Snapshot

- 18 off-premise events (3-hour demos)
- 31 avg. consumers attended per event
- 28 avg. consumers engaged
- Custom label offered as a value-add to purchasers



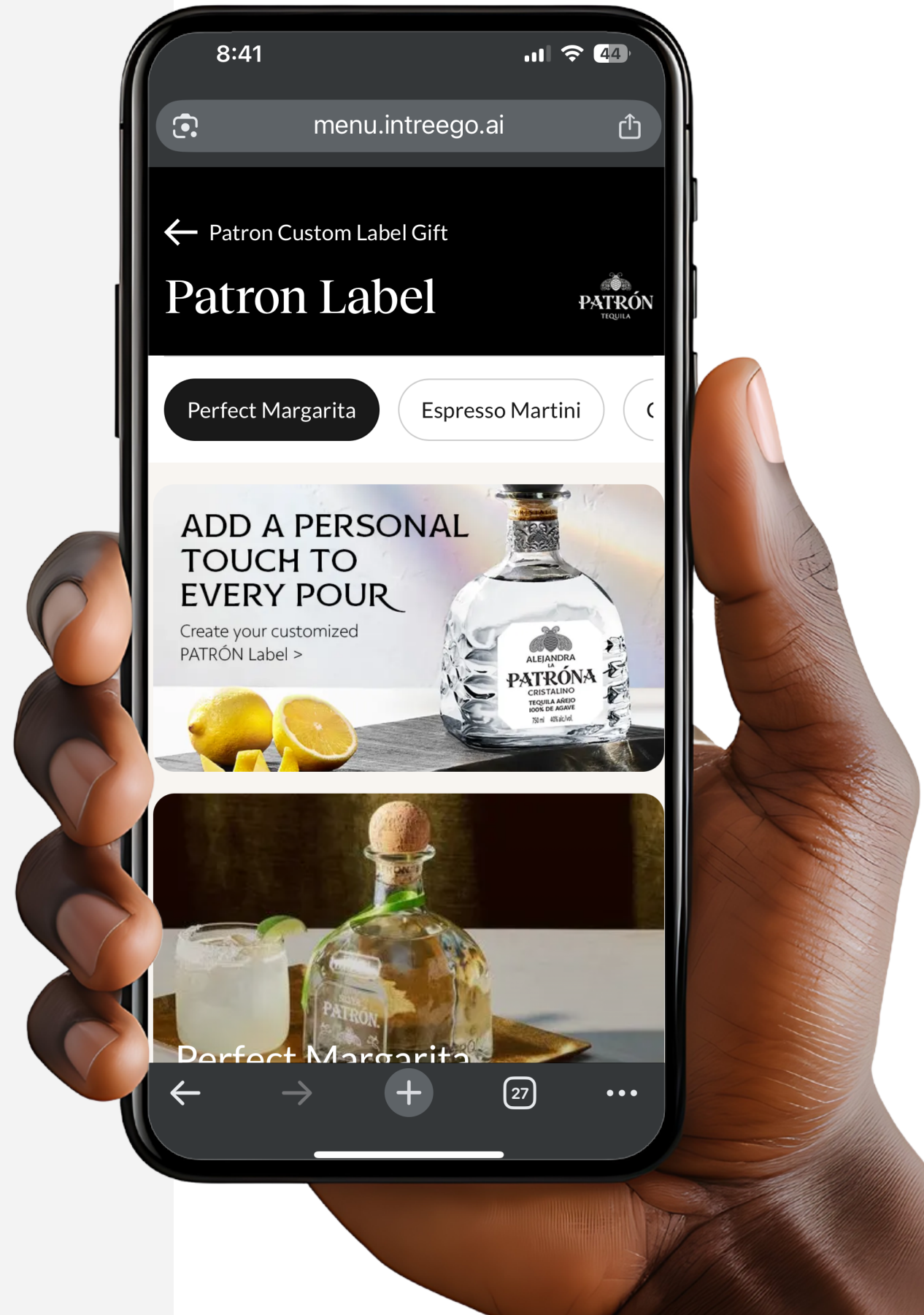
Performance Highlights

While December foot traffic was below typical expectations, conversion efficiency was exceptionally high, proving personalization compensates for volume constraints and drives action.

Conversion Rate (vs normal conversion of 20-30%)	47%
Bottles Sold Per Event	9
Bottles Sold Across 18 Events	152
Custom Label Opt-In	70%

Revenue and ROI Impact

Total Program Cost (18 Events + Custom Labels)	\$5,248.65
Estimated Retail Revenue	\$7,600
Net Retail Value Above Program Cost	\$2,351.35
Estimated ROI	45%



The program delivers strong ROI by pairing a minimal label investment with measurable sales impact and brand value.

With centralized fulfillment, controlled costs, and proven performance in a limited pilot, the model is financially sound and well-positioned to drive even greater returns as it scales into larger, higher-traffic markets.

RECONNECT
AND RETARGET

Turning data into ongoing brand value

Capturing consumer data is just the starting point. By layering personalization, education, localization, and incentives, we extend engagement beyond the point of sale — driving repeat purchase, trade-up potential, and long-term brand affinity. Our retargeting connects online engagement to real-world experiences, creating thoughtful, personalized moments that adapt to location, legal requirements, and retail environments.

PATRÓN Labeling Program

HOW WE RE-ENGAGE THE CONSUMER



Personalized Follow-Up Mailers

Drive surprise and delight with tangible brand moments:

Custom Label Send

For markets not already paired with an in-store label program

Branded POS Item

Premium keepsake items that extend the retail experience into the home.



Education-Driven Content

Empower consumers to use their purchase confidently and creatively.

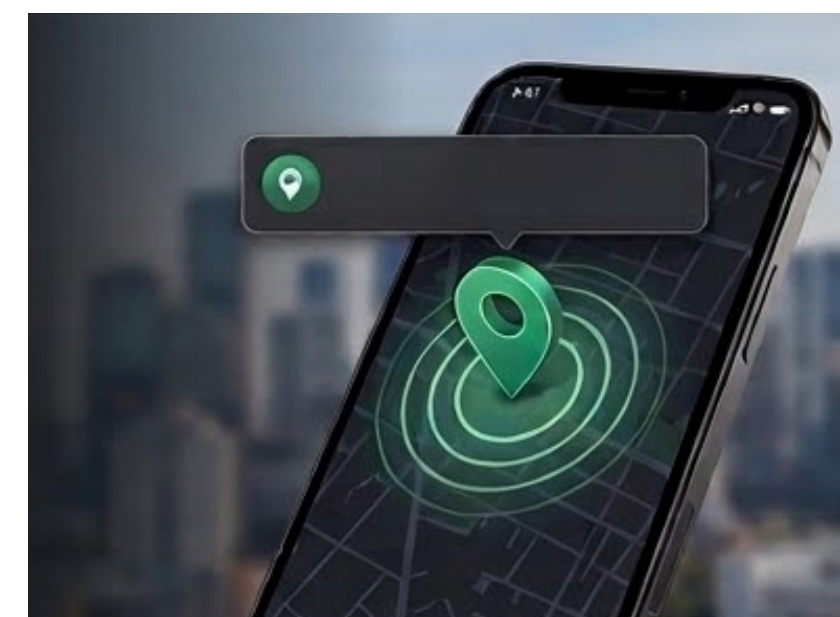
Personalized Recipe Card

Featuring cocktails specifically tied to the SKU(s) they purchased.

Portfolio Education Insert

If a consumer purchases Silver, include a breakdown of all SKUs with short, elevated blurbs explaining flavor profile and usage occasions.

This shifts the interaction from transactional to experiential.



Geo-Targeted Engagement

Keep the brand top of mind locally.

Geo-targeted messaging featuring:

Local happy hours
Sampling events
Retailer activations
Brand pop-ups

This connects digital engagement directly to real-world experiences.



Incentivized Return To Purchase

Encourage repeat conversion.

Off-Premise Rebate Program (Coming Soon)

A direct incentive designed to drive repeat purchase at retail and increase basket size.

INTREEG