

Bacardi aims for the skies with launch of super-premium PATRÓN EL CIELO



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Bacardi Global Travel Retail's ambition to super-charge the tequila category in travel retail (GTR) is accelerating with the launch of PATRÓN EL CIELO®, a new game-changing prestige silver tequila (40% ABV) from the world's No. 1 selling super-premium tequila.

With the prestige segment of tequilas forecast to double in size by 2025 (IWSR 2022), PATRÓN EL CIELO builds on the pioneering spirit of PATRÓN Tequila by engaging consumers in new tequila markets in GTR, with current launches across IMEA, Europe, APAC and the more established tequila markets in the Americas.

Translating to "the sky" in Spanish, PATRÓN EL CIELO epitomizes how PATRÓN Tequila is redefining category expectations by being the first to launch an unaged, four-times distilled silver tequila. Created with masterful craftsmanship in the smallest copper pot stills at the PATRÓN Hacienda distillery in the Jalisco Highlands of Mexico, PATRÓN EL CIELO offers a point of difference to discerning silver tequila drinkers. With PATRÓN's signature passion for perfection in every drop, the multi-layered distillation used to create PATRÓN EL CIELO -and unheard of in the industry - opens up the natural sweetness and smoothness of the agave, with perfectly balanced complexity to achieve a light tasting and radiantly smooth body.

As befits a tequila made with such meticulous care - it took Master Distiller David Rodriguez and his team over 150 tasting sessions to perfect the final liquid - the packaging of PATRÓN EL CIELO is

"suitably luxurious." The liquid is housed within a beautifully iconic glass bottle (70cl) decorated with gold designs inspired by the volcanic tahona stone used in the artisanal production process, agave fields and natural light found within the homeland of PATRÓN.

"This is the perfect moment to release PATRÓN EL CIELO into Travel Retail," said Bacardi Global Travel Retail Global Head of Marketing, Ignacio Vazquez. "With the rebound in leisure travel, there's a wonderful sense of excitement among spirits shoppers looking for new discoveries on their travels and innovation in their favorite super-premium and prestige categories, driven by the surge in elevated cocktail-making. The tequila category is on fire right now, with +9% CAGR predicted over the next three years. Our ambitions for PATRÓN are huge and we will continue supercharging the category with innovations that make consumers fall in love with our tequila portfolio. The unique stand out in the prestige price tier created by PATRÓN EL CIELO is a great example of how we intend to deliver continued growth for our retail partners."

Tequila is the fastest growing spirits category globally, expected to reach US\$26 billion in sales by 2027. Global travel retail is the fastest growing tequila market, the fourth largest globally and, with the tequila landscape premiumizing, Bacardi sees a tremendous opportunity for PATRÓN Tequila to further accelerate its explosive growth as the leading super premium tequila.

The suggested hero serve is PATRÓN EL CIELO over ice with a slice of fresh orange.

A word on tasting notes: offering a light and fresh finish, PATRÓN EL CIELO features deliciously sweet agave flavors and complimentary citrus notes.