



Tequila CAZADORES® Launches New Packaging

Premium Spirit with Deep Mexican Roots Updates Look with New Design

Coral Gables, Fla., September 16, 2014 –Tequila **CAZADORES**®, 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the United States, today announced the launch of new packaging for its line of premium tequilas, coinciding with Mexico's *Fiestas Patrias* celebrating the country's independence from Spain in 1810. Created in 1922 by Don José María Bañuelos in Arandas in the Los Altos region of Jalisco state in Mexico, **CAZADORES** remains steeped in tradition, using the same recipe and process developed more than 90 years ago. The evolution of the packaging reflects the **CAZADORES** commitment to its heritage and authenticity with a new premium design that takes the legendary brand into the future.

"Our new packaging is another momentous step in **CAZADORES** illustrious history that spans almost a century," said René Valdez, senior brand manager for Tequila **CAZADORES**. "The juxtaposition of **CAZADORES** perennial roots with an updated look and feel is sure to excite our existing consumers, as well as attract new ones."

The New Packaging

The most distinctive feature of Tequila **CAZADORES** new look is a redesigned bottle with a unique and stylish shape that showcases the spirit's premium essence. An embossed neck references 1922, reminding consumers of a long-standing heritage, rich tradition and time-tested recipe. Embossed on the back of the new bottle are words proudly emphasizing the tequila's provenance from Los Altos de Jalisco and the 100 percent agave promise. A new cork closure adds a rustic yet premium appeal.

Carefully developed graphics communicate **CAZADORES** high quality and simplicity. The new label highlights the tequila's iconic stamp, the powerful and majestic stag Don José María admired from the window of his adobe farmhouse in Los Altos, superimposed above a new logotype debossed on thick, distressed paper. Bold colors help consumers better differentiate

the four expressions: *blanco*, *reposado*, *añejo* and *extra añejo*. Finally, Spanish language labeling celebrates the tequila's genuine Mexican origin.

A Precious Recipe

CAZADORES will retain its most important asset: a long-standing recipe that has stood the test of time. For more than 90 years, **CAZADORES** has been produced in small batches by a Master Tequilero who oversees double fermentation, double distillation and careful maturation of its Highland Tequila, made of 100 percent blue agave and aged in virgin oak barrels. The same recipe created by Don José María so many years ago lives in each new bottle of Tequila **CAZADORES**.

CAZADORES can be found at fine spirits retailers for the following suggested prices: Blanco (\$24.99), Reposado (\$26.99), Añejo (\$31.88) and Extra Añejo (\$59.99).

About Tequila CAZADORES

Tequila CAZADORES is one of the most popular premium tequilas in Mexico and the United States. Tequila CAZADORES is made with 100 percent blue agave grown, harvested and distilled in the Highlands of Jalisco, Mexico, recognized as the premier agave growing region in the world, resulting in a smoother, more flavorful taste. For additional information about Tequila CAZADORES please visit www.cazadores.com.

The Tequila CAZADORES® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardí Limited refers to the Bacardi group of companies, including Bacardí International Limited.

LOS CAZADORES TOMAN CON RESPONSABILIDAD. DRINK RESPONSIBLY.

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