



SANTOS DIOSES

ULTRA PREMIUM TEQUILA

Investor Presentation

Executive Summary

Santos Dioses was born in the fields of Jalisco, where volcanic soil meets highland sun, where agave has grown for centuries, and where two families decided to build something together.

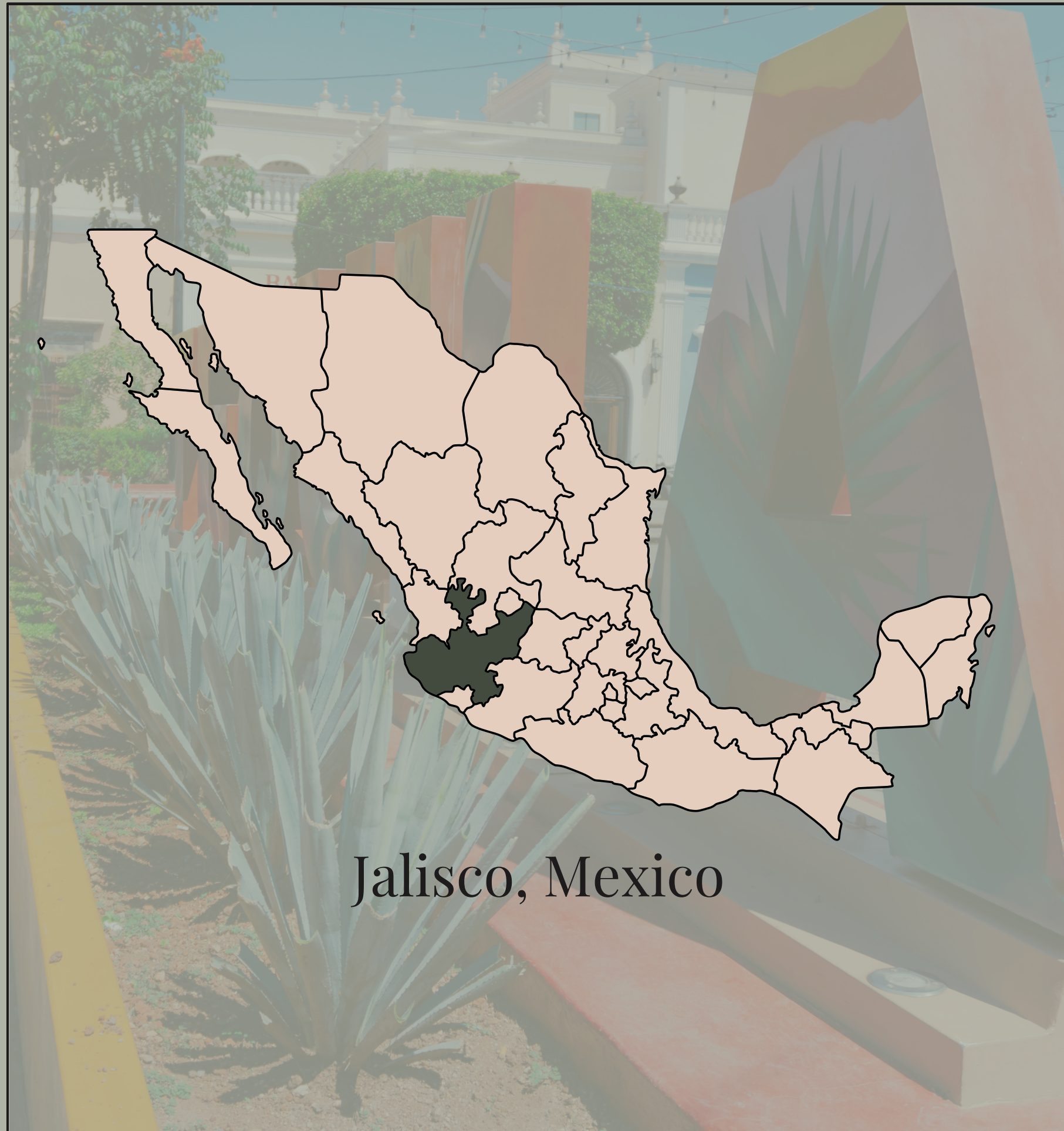
A master agave cultivator with more than 25 years of experience — whose plants have supplied some of the industry's most respected tequila houses — joined forces with a brand visionary who studied tequila production at the highest level. Together, they brought in one of Mexico's most accomplished Master Tequileros to bring their shared vision to life.

They came together around a single conviction: that excellence does not allow for compromise. That the world deserves a tequila crafted with devotion, not shortcuts. And that a tequila of this quality should be within reach — not reserved for the few.

Unlike most tequila brands, Santos Dioses does not rely on third-party producers or contract distilleries. The brand owns the land, controls the agave, and operates the infrastructure behind every step of production. This vertical integration is rare in modern tequila and creates an offering that is not only authentic, but extraordinarily compelling — delivering consistency, integrity, and long-term value that cannot be replicated.

The brand is launching with a Texas-first route-to-market strategy, supported by an execution team structured for compliant importation, distributor alignment, and velocity-driven on-premise placements. This Friends & Family round funds initial inventory, launch execution, and working capital to establish durable reorder behavior and create a platform for regional scale and institutional capital.





Brand Philosophy and Positioning

Most tequila brands buy agave from farmers across Jalisco. We grow our own.

Our agave comes from over 670 hectares of fields across the highlands of Jalisco, land we own. The same hands that plant the agave are the hands that harvest it, years later, when it has reached full maturity.

When you own the land, you control the quality. Every plant is grown in mineral-rich volcanic soil. Every plant is cared for — not just monitored, but tended with attention and pride, because we know that great tequila starts in the field, not the distillery. Every piña is selected at peak ripeness. Nothing is rushed. Nothing is compromised.

The tequila you drink begins with a decision we made years before you ever tasted it. We made the first ultra-premium tequila for all people — not just a select few. A tequila for the moments that matter, and the moments waiting to become something more.

The club at midnight with your people. A cigar with an old friend. The game with your buddies who bleed the same colors you do. The random Tuesday that turns into a night you'll never forget.

These deserve Santos Dioses Tequila. Now everyone can celebrate the moments that matter with an ultra-premium tequila.

No compromise. Made for the moments that shape your life.

What's broken in Tequila?

Too many brands are built on trend, not tradition. Contract distilling and third-party sourcing have created an industry where consistency is a compromise. Consumers deserve tequila that is authentic from the field to the bottle.



Our Solution

Estate-Owned Land

Santos Dioses owns more than 670 hectares of land in the Highlands of Jalisco. This eliminates dependence on third-party growers and protects the brand from agave shortages and price volatility.

Estate-Grown Agave

Every Blue Weber agave plant is cultivated, tended, and harvested by the same hands over its full maturation cycle. Each piña is selected at peak ripeness to ensure consistent sugar content and flavor integrity.

In-house Production and Aging

Unlike most modern tequila brands, Santos Dioses does not rely on contract distilleries. Fermentation, distillation, barrel selection, and aging are all overseen internally to maintain full quality control.

True Vertical Integration

By controlling agriculture, production, and aging, Santos Dioses ensures consistency, scalability, and long-term value creation. This level of integration is rare in tequila and cannot be replicated quickly or cheaply.



Why it matters...

Estate ownership transforms risk into advantage. By controlling every step of production, we eliminate the fragility of external supply. That means dependable flavor, consistent release schedules, and a foundation for premium growth.



4 Expressions of Mastery



BLANCO

Visual:

Crystalline, brilliant, luminous

Character:

The unadorned essence of Blue Weber agave



AÑEJO

Visual:

Deep amber with copper highlights

Character:

Complexity, depth, and refined power

REPOSADO

Visual:

Pale gold with brilliant clarity

Character:

The marriage of agave and oak



EXTRA AÑEJO

Visual:

Deep mahogany with reddish-copper reflections
Crystalline, brilliant, luminous

Character:

The ultimate expression of time and artistry



Packing and Case Configurations



BLANCO

750ml – 12 / case
1L – 9 / case
200ml – 24 / case



REPOSADO

750ml – 12 / case
1L – 9 / case
200ml – 24 / case

AÑEJO

750ml – 12 / case
1L – 9 / case
200ml – 24 / case



EXTRA AÑEJO

750ml – 4 / case



Configurations optimized for distributor efficiency and premium on-premise use.

Distributor & Retail Pricing Strategy



BLANCO

750ml | \$55 | \$79
1L | \$60 | \$99
200ml | \$18 | \$25



REPOSADO

750ml | \$60 | \$99
1L | \$90 | \$129
200ml | \$21 | \$29



AÑEJO

750ml | \$115 | \$159
1L | \$140 | \$199
200ml | \$25 | \$35



EXTRA AÑEJO

750ml | \$450 | \$599

Strategic Focus

Rather than building broad SKU lines, we anchor our brand in scarcity and premium positioning. Aged inventory drives higher ASPs and sustainable margins, setting us apart in an overcrowded shelf space.



Market Opportunity

The U.S. tequila category is one of the fastest-growing segments in American spirits, driven by long-term premiumization and sustained consumer trade-up behavior. Tequila has moved well beyond a high-volume, low-price category and is now firmly established as a premium and ultra-premium spirit of choice for high-income consumers.

In the United States, tequila generates tens of billions of dollars in annual retail sales, with growth consistently outpacing most other major spirits categories. While overall spirits growth has moderated in recent years, tequila — and particularly Añejo and Extra Añejo — continues to expand, supported by consumers seeking authenticity, craftsmanship, and perceived value rather than promotional pricing.

Premiumization & Trade-Up Dynamics

Across the U.S., growth is increasingly concentrated in:

- Añejo and Extra Añejo expressions
- Higher price tiers (\$50–\$150+ per bottle)
- On-premise placements at premium bars, steakhouses, nightlife venues, and hospitality-driven accounts





Texas: Proof of Concept

Texas is one of the **largest tequila-consuming states in the U.S.** by both volume and value, with annual retail tequila sales measured in **multiple billions of dollars.** The state's demographic profile — large population, strong Hispanic cultural influence, high on-premise density, and a thriving premium nightlife and dining scene — makes it a natural entry point for Santos Dioses.

Texas also serves as a **national bellwether market.**

Go-To-Market Approach

Texas- First Market Entry

Santos Dioses launches in Texas, one of the largest and most sophisticated tequila markets in the U.S. The state's strong on-premise culture, distributor infrastructure, and premium consumer base make it an ideal proving ground before national expansion.

Operator-Led Sales Strategy

The brand is built and led by operators with deep bar, restaurant, and retail experience. Sales execution focuses on personal relationships, account-by-account placement, and real consumption — not broad, awareness-driven spend.

On-Premise Velocity Focus

Initial placements prioritize high-end bars, steakhouses, nightlife venues, and hospitality-driven accounts. Menu features, bartender advocacy, and hand-sell support are used to establish early velocity and repeat reorder behavior.

Disciplined Distribution Partnerships

Importer and distributor relationships are selected based on alignment, execution capability, and commitment to premium brands. Success is measured by reorder velocity and account performance, not initial footprint size.



Next Distribution Targets – Florida and Nevada

Florida and Nevada Priority Markets After Texas

Following a successful Texas launch, Florida and Nevada represent the most logical next expansion markets due to **consumption, tourism, and on-premise velocity**.

Florida is one of the largest spirits-consuming states in the U.S., with year-round demand driven by tourism, hospitality, nightlife, and a strong Latin and premium tequila consumer base. The state offers a powerful mix of high-volume on-premise accounts, beach and resort destinations, and robust retail chains—making it ideal for sustained repeat sales and brand building.

Nevada, led by Las Vegas, delivers exceptional **per-capita spirits consumption** concentrated in casinos, nightclubs, resorts, and entertainment venues. A relatively small number of high-volume accounts can generate significant brand visibility, trial, and reorder velocity, accelerating national awareness.

Together, **Florida and Nevada complement Texas perfectly**: Texas provides scale and cultural credibility, Florida delivers consistent high-volume demand, and Nevada drives visibility and prestige—creating a strong launch corridor for broader U.S. expansion.

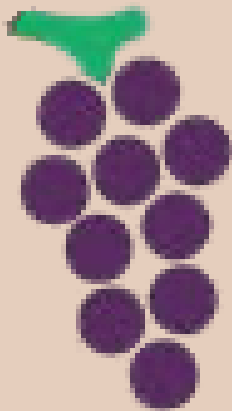


Retail Partners



park street
imports

Total  Wine
& MORE

 TWIN 
LIQUORS

Competitive Landscape

A Crowded Category — With Few True Estate Brands

Santos Dioses competes on perception, placement, and liquid credibility — not price. The brand operates in the premium and ultra-premium tequila segment, where success is driven by authenticity, aged inventory, distribution discipline, and on-premise validation rather than discounting or mass awareness.

The competitive landscape is led by a small group of large legacy brands and celebrity-adjacent labels that dominate overall volume, alongside a limited number of prestige and collector-focused Añejo and Extra Añejo releases.



Santos Dioses does not attempt to outspend or out-celebrate these brands. Instead, it is positioned **between legacy scale and true estate-driven authenticity.**

Strategic Positioning

While large competitors dominate overall volume, they are constrained by scale, legacy systems, or celebrity-driven brand cycles. Santos Dioses is built to capture **high-valueshare**, not mass share — targeting consumers who are trading up from whiskey, bourbon, and cognac and seeking something authentic, scarce, and credible.

This positions Santos Dioses to win **account by account, city by city**, creating durable brand equity and an attractive platform for regional and national expansion.

Affordable luxury offering super premium tequila for the mass consumer. **We own the land and have \$26m in assets. This set the bar for the category.**



Our Team

Alex Martinez – Managing Partner

Providing strategic leadership across brand vision, growth planning, market positioning, and financial direction. He leads sales and distribution development, building relationships with bars, nightclubs, retailers, distributors, and hospitality partners throughout Texas, Mexico, and key U.S. markets. Alex also drives brand and marketing synergy by connecting Santos Diones with high-culture channels including nightlife, sports, experiential activations, and select influencers to accelerate early adoption. His entrepreneurial background includes operating and scaling multiple businesses, managing teams, and executing complex initiatives under tight timelines.

Jesus Hernandez Aguirre – Managing Partner

Bringing more than 25 years of experience in the retail alcohol industry with deep expertise in operations, product selection, and pricing strategy. He offers extensive hands-on knowledge of bar and restaurant programs, including cocktail menu development, inventory management, and the decision-making process operators use when selecting new brands. Jesus leads on-premise sales penetration through long-standing relationships with bar managers, restaurant owners, bartenders, and nightlife venues, enabling rapid early distribution. His understanding of market strategy and placement ensures high-visibility positioning across shelves, back bars, bar rails, and menus, while his operational insight supports seamless integration into bar and restaurant ecosystems.



Our Team

Juan Carlos Rodriguez Sanchez – Managing Partner – Master Tequilero

Bringing deep family heritage rooted in multi-generational tequila production. Raised in a traditional tequila-making family, he contributes authentic knowledge refined over decades of hands-on experience. Juan Carlos oversees craft development and flavor profiling across every stage of production, including fermentation, distillation, barrel selection, aging profiles, and final cuts to achieve a precise, premium liquid. He works directly alongside distillery teams throughout cooking, milling, fermentation, distillation, and aging, and leads quality assurance through sensory evaluation, batch testing, and final approval to ensure every bottle meets the Santos Dioses standard.

Antonio Hernandez Aguirre – Managing Partner

Bringing more than 20 years of hands-on experience in agave cultivation and field operations. His expertise spans agave maturation cycles, harvesting practices, soil profiles, pest management, and sustainable farming methods essential to producing high-quality Blue Weber agave. Antonio bridges the gap between the fields and the distillery, ensuring consistent agave quality entering production and guiding flavor profile, sweetness, and maturity standards across the tequila line. He serves as the operational backbone in Mexico, overseeing agave supply, production scheduling, logistics coordination, and on-the-ground transparency, while also managing harvest planning and cost optimization to protect the brand from market volatility.



Our Team

Eddie Rivkin – Director of Brand Development

As Founder and CEO of one of the most respected international wine and spirits competitions, he has helped establish global benchmarks for quality, credibility, and brand recognition. With more than 36 years embedded in the Las Vegas hospitality ecosystem, Eddie brings deep experience across food and beverage, gaming, hospitality, and entertainment-driven markets. His role as an industry gatekeeper provides brands with trusted third-party validation that accelerates distributor interest, retail placement, and consumer confidence. Eddie's extensive understanding of distribution and wholesale dynamics, combined with his global network of producers, distributors, retailers, and hospitality leaders, supports sustained brand elevation and market visibility at scale.

Robb Lejuwaan – Director of Marketing

With more than 25 years of experience building brands through disciplined advertising, strategic positioning, and market differentiation in highly competitive environments. He has a proven track record of launching and scaling ventures from concept to market relevance, with deep expertise in defining brand narrative, premium positioning, and emotional storytelling that resonates with discerning consumers. Robb leads go-to-market strategy across digital and web-based channels, including ecommerce, performance advertising, and conversion-driven marketing systems, applying an intuitive understanding of premium buyer behavior, pricing psychology, and the brand signals that convey quality and authenticity.

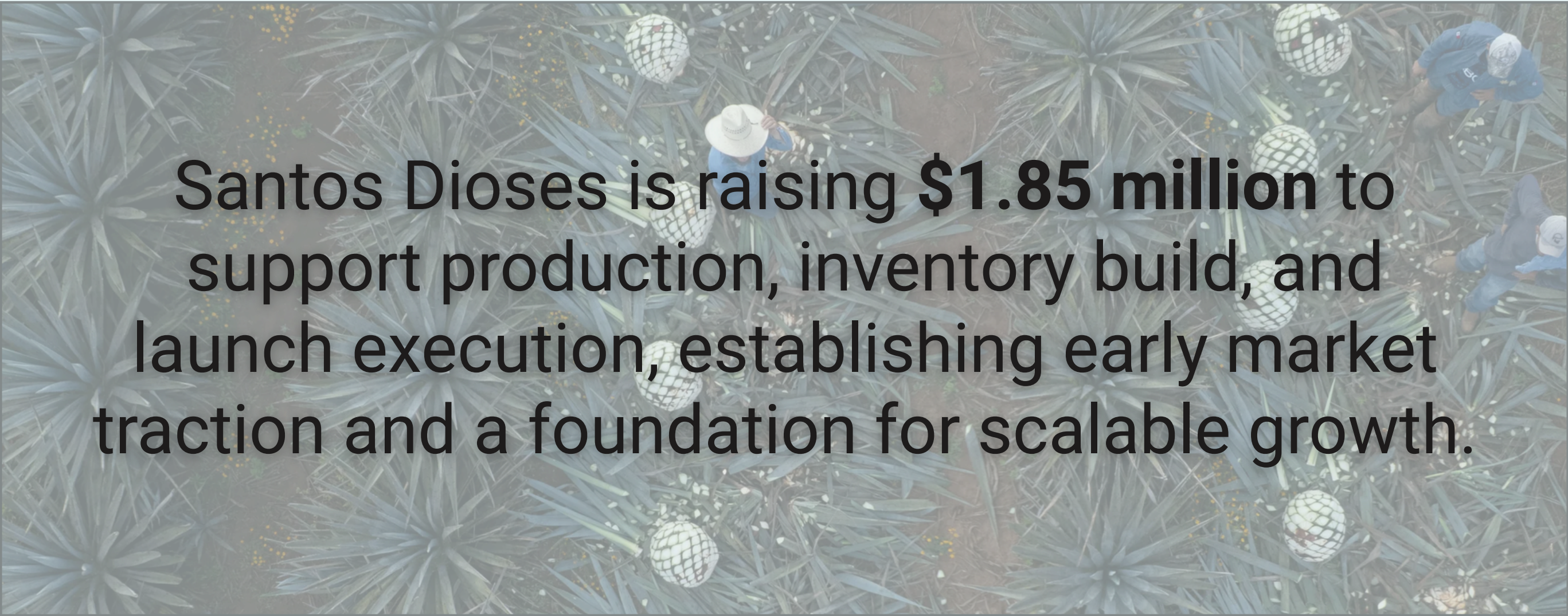


Our Team

Jorge Martinez Cano – Master Tequilero | Guardian of Quality & Tradition

Bringing nearly 38 years of exclusive dedication to tequila and agave spirits. Trained in Pharmaceutical Biological Chemistry at the University of Guadalajara, he applies rigorous scientific discipline, laboratory precision, and process optimization across every stage of production. Jorge designs distilleries, installs laboratories, and builds QA/QC frameworks to ensure regulatory, sensory, and chemical excellence at scale. He is the founder of the International College of Tequila Technicians and Master Tequileros (CITEMATEQ) and has played a central role in developing academic programs and distillery facilities in Tequila, Jalisco. As the author of *Tequila: History, Production, and Control* and a respected industry thought leader, Jorge serves as the final authority on flavor integrity, production ethics, and quality approval, ensuring every bottle reflects a standard refined over decades.

Capital Raise Overview



Santos Dioses is raising **\$1.85 million** to support production, inventory build, and launch execution, establishing early market traction and a foundation for scalable growth.

Capital is deployed into liquid, inventory, and revenue-generating execution rather than fixed overhead.

Investment Highlights

Estate-Owned Supply Chain

Ownership of land, agave, and production infrastructure provides long-term supply security, quality control, and margin protection.

Aged Tequila Scarcity

Early investment in Añejo and Extra Añejo inventory positions the brand to benefit from long aging cycles and constrained category supply.

Premium Positioning with Discipline

Focused SKUs, controlled distribution, and restrained expansion support pricing power and brand integrity.

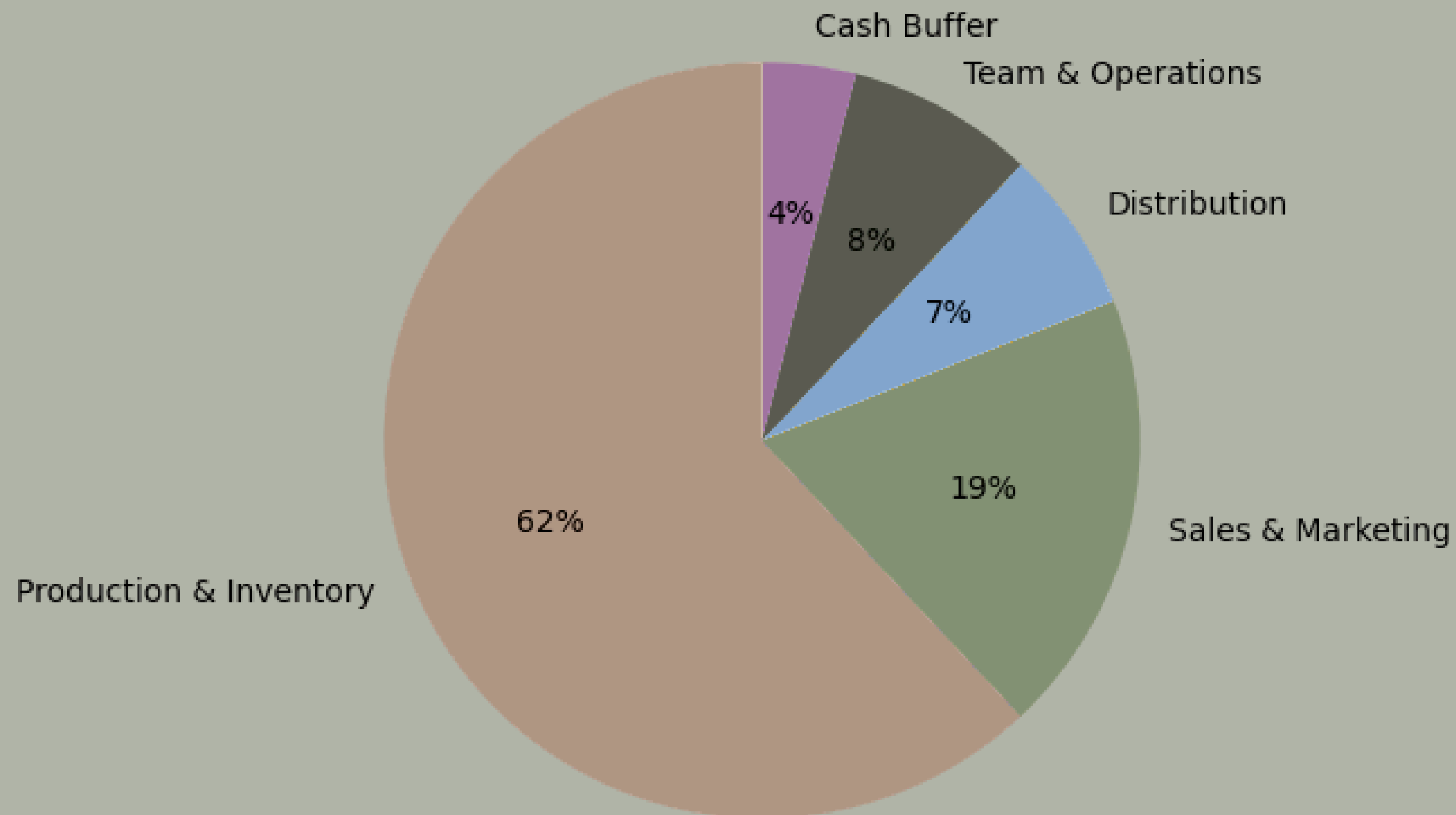
Operator-Led Execution

Built by industry operators with deep on-premise, retail, and production experience — not influencer-led marketing.

Clear Path to Scale

Texas-first execution establishes proof of concept before expansion into additional high-value U.S. markets.

Use of Capital



Capital is deployed primarily into inventory, production, and revenue-generating execution.

Financial Outlook (3-Year Summary)

Year 1

\$1.1 M

Revenue

Operating Phase
Investing

Year 2

\$6.4 M

Gross Margin

Operating Phase
Approaching
Break-Even

Year 3

\$16.8 M

Gross Margin

Operating Phase
Positive

Pro forma reflects disciplined reinvestment and operating leverage at scale.

Financial Assumptions and Model

Santos Dioses Pro Forma	Year 1	Year 2	Year 3
Revenue	\$1,121,601	\$6,421,471	\$16,756,476
Price per Case	\$463.47	\$461.23	\$461.23
# of Cases Sold	2,420	13,922.5	36,330
D&A/Trade Spend	\$242,000	\$1,392,250	\$3,633,000
p/case	\$100.00	\$100.00	\$100.00
Net Revenue	\$879,601	\$5,029,221	\$13,123,476
p/case	\$363.47	\$361.23	\$361.23
COGS	\$457,197	\$2,565,152	\$6,693,624
COGS per Case	\$188.92	\$184.25	\$184.25
Gross Profit	\$422,404	\$2,464,069	\$6,429,852
Gross Profit %	48.0%	49.0%	49.0%
Per Case	\$174.55	\$176.98	\$176.98
SGA			
Salaries	\$360,000	\$600,000	\$900,000
Professional Fees	\$240,000	\$270,000	\$330,000
Travel	\$80,000	\$90,000	\$120,000
Legal (IP)	\$20,000	\$20,000	\$30,000
Shipping	\$24,200	\$139,225	\$363,300
Misc.	\$60,000	\$90,000	\$150,000
Total SG&A	\$784,200	\$1,209,225	\$1,893,300
p/case	\$324.05	\$86.85	\$52.11
% Net Rev	89.2%	24.0%	14.4%

Marketing			
Social Media, Digital Mktng	\$60,000	\$120,000	\$180,000
Samples/Demos	\$120,000	\$300,000	\$480,000
PFP Dist Incentives	\$81,950	\$164,825	\$363,300
Printed Materials	\$38,273	\$64,215	\$167,565
Retail Assets*	\$112,160	\$642,147	\$1,675,648
Consumer Materials**	\$16,824	\$96,322	\$251,347
Slotting/Chain Cust Ads	\$120,000	\$360,000	\$600,000
Tradeshows/Events	\$40,000	\$160,000	\$200,000
Adv/Mktng - Other	\$75,000	\$300,000	\$400,000
Total Marketing	\$664,207	\$2,207,509	\$4,317,859
p/Case	\$274.47	\$158.56	\$118.85
% Net Revenue	75.5%	43.9%	32.9%
Total OpEx	\$1,448,407	\$3,416,734	\$6,211,159
Operating Income	-\$1,026,003	-\$952,665	\$218,692
Operating Margin	-116.6%	-18.9%	1.7%
Displays, branded items for retail (LED lights, tin tackers, posters, signage, shelf talkers)			
Branded giveaways (hats, shirts, glassware, etc).			
PFP - pay for performance			

Detailed pro forma provided for reference. Assumptions available upon request.

Next Steps

- Finalize Friends & Family allocations
- Lock first production volumes and bottling timeline
- Confirm importer/distributor onboarding and compliance readiness
- Execute Texas launch milestones (placements, menus, activations)
- Prepare institutional investor materials based on early market performance



An aerial photograph of a vast agave field, likely in Mexico. The plants are arranged in neat, diagonal rows across a dark, sandy landscape. The lighting is warm and golden, suggesting late afternoon or early morning, which casts long, soft shadows and highlights the spiky texture of the agave leaves. The overall mood is serene and emphasizes the scale and care of the cultivation.

We Make Tequila The Way Our Families
Taught Us—With Patience, Reverence, And
Zero Compromise.



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