



SANTOS DIOSES

ULTRA PREMIUM TEQUILA

Investor Presentation

Executive Summary

Santos Dioses was founded in the highlands of Jalisco, where generations of agave cultivation, tequila craftsmanship, and entrepreneurial legacy came together to create something truly exceptional. Three entrepreneurial families united around a common vision, to build a luxury tequila brand rooted in authenticity, vertical integration, and uncompromising quality while making ultra-premium tequila accessible to a broader audience.

The foundation of Santos Dioses begins with more than 25 years of agave-growing expertise. Our founding family cultivates premium agave that has supplied some of Mexico's most respected tequila houses, while our Master Tequilero brings decades of production expertise and an uncompromising commitment to quality. Together, they oversee every step of the process, from the agave fields to the finished bottle.

Unlike most tequila brands that rely on third-party suppliers or contract distilleries, Santos Dioses is vertically integrated. We control the land, cultivate our own agave, oversee production, and manage every stage of the process from field to bottle. This rare level of ownership provides exceptional consistency, protects long-term supply, enhances quality control, and creates sustainable competitive advantages that few brands can replicate.

Our philosophy is simple: exceptional tequila should not be reserved for a select few. Santos Dioses delivers ultra-premium quality, authentic craftsmanship, and luxury presentation while remaining competitively positioned, **Luxury For Everyone, Not Just the Few.**

Launching with a Texas-first growth strategy, Santos Dioses is backed by an experienced leadership team with deep expertise in tequila production, agave cultivation, hospitality, finance, distribution, and brand development. Supported by strategic distribution partnerships, a growing network of on-premise and retail accounts, and a disciplined execution plan, the company is positioned to become one of the next great luxury tequila brands in the United States.



Brand Philosophy and Positioning

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

Our agave comes from over 3,385 acres 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.



Jalisco, Mexico

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 Diones owns more than 3,385 acres 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

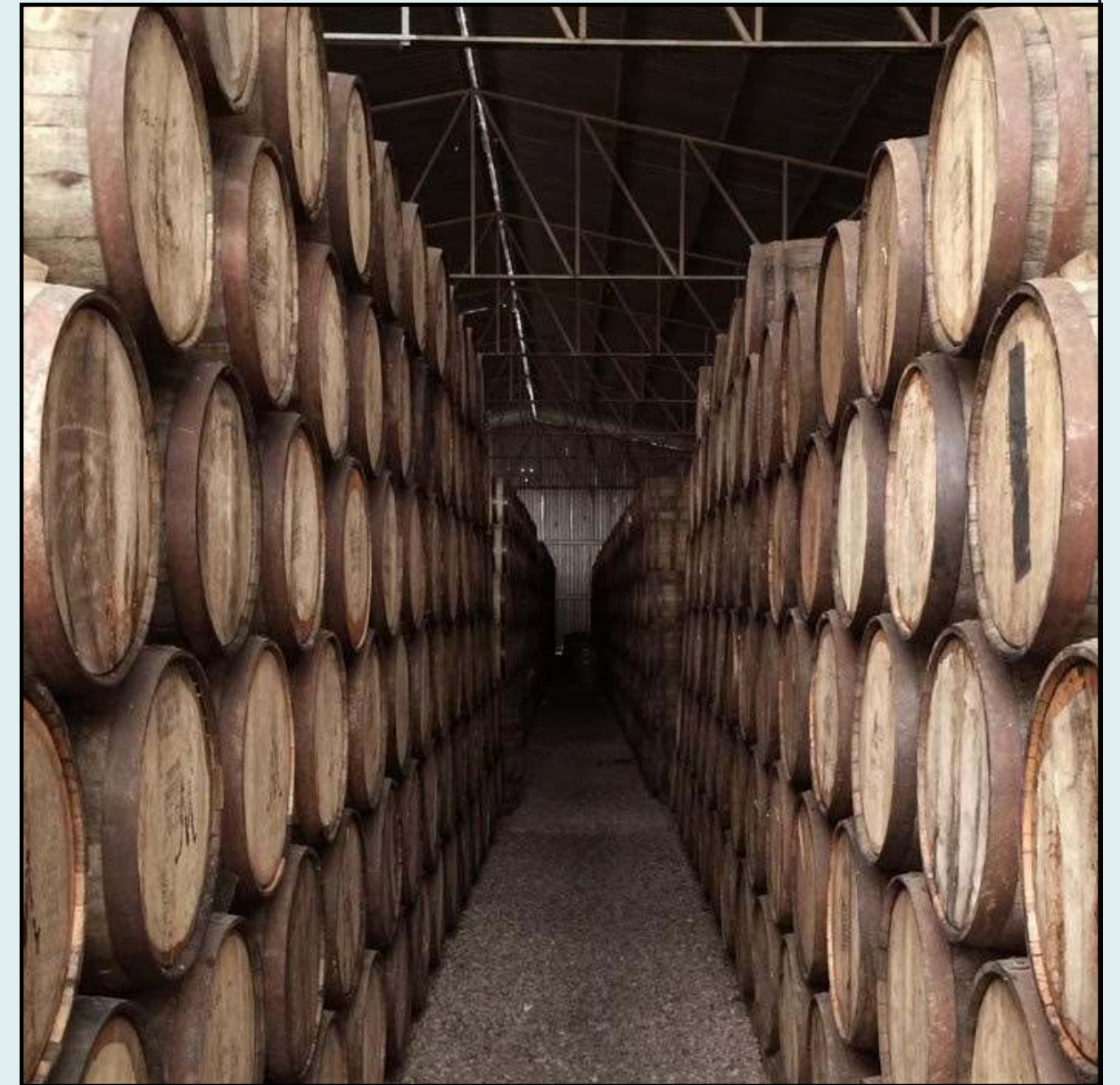
Every Blue Weber agave plant is cultivated, tended, and harvested by the same hands over its full maturation cycle. Each piña is selected at peak ripeness to ensure consistent sugar content and flavor integrity.

In-house Production and Aging

Unlike most modern tequila brands, Santos Diones 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 Diones 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

Character:

The ultimate expression of time and artistry



Third-Party Validation of Product Excellence

2025 LAS VEGAS GLOBAL SPIRIT AWARDS



BLANCO

Silver Medal



REPOSADO

Gold Medal



AÑEJO

Platinum Award

Recognition across the portfolio provides third-party validation of the craftsmanship and product quality behind the Santos Dioses brand.

Packing and Case Configurations



BLANCO

750ml, 12 / case
1L, 9 / case



AÑEJO

750ml, 12 / case
1L, 9 / case



REPOSADO

750ml, 12 / case
1L, 9 / case



EXTRA AÑEJO

750ml, 4 / case

The Three-Pack Gift Set



Three 200ml bottles per gift pack

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

Distributor & Retail Pricing Strategy



BLANCO

750ml | \$43 | \$59.99
1L | \$55 | \$79.99



REPOSADO

750ml | \$55 | \$79.99
1L | \$69 | \$99.99



AÑEJO

750ml | \$69 | \$99.99
1L | \$83 | \$119.99



EXTRA
AÑEJO

750ml | \$350 | \$499

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. The clearest signal is at the top: ultra-premium tequila has nearly tripled its share of U.S. volume, from 6% in 2019 to 17% today, with 21% projected by 2030 (IWSR), and it grew another 7% this past year.

Tequila has moved well beyond a high-volume, low-price category and is now firmly established as the premium and ultra-premium spirit of choice for high-income consumers. Even as overall U.S. spirits volumes plateau, premium tequila keeps gaining and the category's value is shifting decisively upmarket. Nationally, tequila generates tens of billions of dollars in annual retail sales, with growth consistently outpacing most other major spirits categories.

Premiumization & Trade-Up Dynamics

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

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

This is precisely the tier where Santos Dioses competes.



SANTOS
DIOSES[®]
TEQUILA
ULTRA PREMIUM
EXTRA AÑEJO
100% AGAVE
40% ALC. BY VOL.
(80 PROOF)
CONT. NET.
1L



Launching in Texas

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.

Hospitality-Led Sales Strategy

The brand is built and led by hospitality industry executives and operators with deep bar, restaurant, nightlife, 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 by brand ambassadors are used to establish early velocity and repeat reorder behavior.

Disciplined Distribution Partnerships

Distributor relationships are selected based on alignment, execution capability, and commitment not only to premium brands, but to the masses based upon our strategic price positioning. Success is measured by reorder velocity and account performance, not initial footprint size.



Texas Tech Partnership

Santos Dioses has secured a four-year exclusive tequila partnership with Texas Tech University, one of the nation's premier athletic brands and a member of the Big 12 Conference.

This partnership provides year-round brand visibility, exclusive pouring rights where applicable, premium hospitality opportunities, and direct engagement with hundreds of thousands of fans, alumni, donors, and corporate partners. It also serves as a powerful validation of our brand and positions Santos Dioses alongside one of the country's most recognized collegiate athletic programs as we continue our national expansion.



Partnership Highlights

Exclusive through 2030

The only tequila across all of Texas Tech Athletics for four years, locking competitors out of the launch market.

Reach money cannot easily buy

Our brand on LED signage throughout the football stadium and the basketball arena, a branded bar inside the 60,229-seat stadium, 100M+ TV viewers over four seasons, and 1M guaranteed digital impressions.

A direct line to high-value fans

1.39M+ Texas Tech households, 259K+ living alumni, and VIP donor and hospitality events.

[View the full Texas Tech proposal](#)



The Santos Dioses bar inside the stadium



Santos Dioses Texas Tech Edition

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



GREEN LIGHT
DISTRIBUTION



Competitive Landscape

A Crowded Category, With Few True Estate Brands

Santos Dioses competes through authentic quality, strategic placement, and accessible luxury.

The brand operates in the ultra-premium tequila segment, delivering authentic luxury craftsmanship at a price that makes luxury accessible, not exclusive.

Luxury For Everyone, Not Just the Few.

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

+7%

U.S. ultra-premium
growth, last year

3×

its share of volume
since 2019

+6%

category CAGR
2019–2025

Santos Dioses does not rely on celebrity endorsements or inflated prices. Through estate ownership, vertical integration, and aged inventory, the brand delivers exceptional quality at an accessible price, creating long-term consumer loyalty, strong margins, and lasting brand equity.

Strategic Positioning

While many ultra-premium tequila brands rely on exclusivity, celebrity, or heritage alone, Santos Diones is redefining the category by delivering authentic luxury at an accessible price. We are focused on capturing high-value market share by attracting consumers who expect exceptional quality, craftsmanship, and authenticity, without paying an unnecessary premium.

This strategy allows Santos Diones to grow account by account, city by city, earning placements through superior value, strong margins for our partners, and a brand that makes luxury attainable for a broader audience. All backed by an owned estate and more than \$26 million in assets, it sets a new standard for the category.

Our Team

Alex Martinez – Managing Director & Founding Partner

Alex Martinez is the architect of the vision behind Santos Diones, providing the strategic direction, long-term vision, and executive leadership that guide the company's growth. As Managing Director and Founding Partner, he oversees corporate strategy, brand development, market expansion, and key business partnerships while ensuring the company remains focused on building one of the world's premier luxury tequila brands.

With more than 20 years of executive experience spanning banking, finance, payment processing, hospitality, and entrepreneurship, Alex has successfully built, scaled, and led multiple businesses. His background provides a unique combination of financial discipline, operational leadership, and customer-focused growth strategies.

Alex leads the company's U.S. expansion by developing relationships with distributors, retailers, restaurants, bars, nightclubs, sports organizations, and hospitality partners across Texas and other key markets. He also drives Santos Diones' marketing vision, positioning the brand at the intersection of luxury lifestyle, sports, nightlife, entertainment, and experiential events to accelerate brand awareness and consumer adoption.

Known for turning vision into execution, Alex combines strategic thinking with hands-on leadership to build high-performing teams, forge lasting partnerships, and create long-term shareholder value as Santos Diones expands nationally and internationally.

Daniela Hernandez – President & Family Representative, Mexico

As the daughter of the founding family behind Santos Diones, Daniela Hernandez has been immersed in the family's hospitality and tequila heritage from an early age. Growing up alongside her father, she developed a deep understanding of customer service, operations, and the values that have defined the family's legacy for generations.

Beginning her career at just 18 years old, she worked across the family's restaurants, learning every aspect of the business, from bartending and guest service to day-to-day operations and management. Over the years, she has played an integral role in managing several of the family's successful businesses, including restaurants, hospitality ventures, and automotive dealerships.

Today, as the family's official representative for Santos Diones, she serves as the vital connection between the company's leadership and its Mexican heritage. She oversees relationships with the founding family and supports operational excellence, ensuring that every bottle reflects the authenticity, craftsmanship, and traditions that define the Santos Diones brand.

Our Team

Jesus Hernandez Aguirre – Senior Strategic Advisor, Tequila Production & Founding Family Relations

Jesus serves as the primary representative of our founding Mexican family and provides strategic oversight of our tequila production, ensuring every bottle meets the family’s uncompromising standards for quality, authenticity, and craftsmanship. He works closely with our master distiller and production team throughout the tequila-making process, preserving the traditions and excellence that define Santos Dioses.

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. 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.

Juan Carlos Rodriguez Sanchez – Founder and 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.

Our Team

Antonio Hernandez Aguirre – Founder and Master Agave Grower

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.

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

Jorge Martinez Cano brings 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 that ensure regulatory, sensory, and chemical excellence at scale. As founder of the International College of Tequila Technicians and Master Tequileros (CITEMATEQ), he has played a central role in developing the academic programs and distillery facilities that train the next generation in Tequila, Jalisco.

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 of Santos Dioses reflects a standard refined over decades.

Our Team

Johnnie Blankenship – Director of Finance and Operations

Johnnie Blankenship brings a proven record of success in senior executive positions across a career in the beverage industry, with experience at iconic companies including Coca-Cola Enterprises, The Coca-Cola Company, Miller Brewing Co., and Red Bull North America, plus numerous emerging brands. He has commercialized countless new brands, products, and packaging innovations and is recognized as best in class: an award-winning general manager, an organization design and development specialist, a leading-edge go-to-market strategist, and an expert in business planning, budgeting, and forecasting.

He has negotiated and closed numerous multiyear distribution agreements, including PepsiCo, MillerCoors, Blue Triton, Sysco, and Republic National Distributing Company, with deep experience in eCommerce sales, marketing, and consumer-fulfillment strategies. He is Executive Vice President and Managing Partner at Intercontinental Beverage Capital, overseeing its US beverage commercialization advisory practice.

Previously CEO and board member at Hawaii Volcanic Beverages, he took the company from a local Hawaii brand to a major western-US player, driving it to the #1 premium-category RTD water in Hawaii and into more than 6,000 outlets in under two years. As former Head of Sales at APM Music (Universal/EMI), he reversed negative market trends and won new multiyear agreements with ESPN, NBCU, CBS, AMC, Viacom MTV, and Omnicom. He holds a degree in Finance from Texas Tech University.

Robb Lejuwaan – Director of Marketing

Robb Lejuwaan is a serial founder who has built and sold multiple companies across financial services and payments, including the payments brand Mobilized. As the founder behind each, he has carried brands from concept to scale to successful exit, mastering the disciplines that turn an idea into lasting enterprise value: brand narrative, premium positioning, go-to-market strategy, and conversion.

With more than 25 years building brands in highly competitive markets, Robb leads marketing and go-to-market strategy for Santos Dioses across digital and web-based channels, including ecommerce, performance advertising, and conversion-driven systems. He is also an expert in artificial intelligence, building AI-agent systems that run marketing, data analysis, and go-to-market execution with a speed and efficiency that lets a lean brand outperform far larger competitors.

He brings an operator's command of premium buyer behavior, pricing psychology, and the brand signals that convey quality and authenticity, applying the same build-and-scale playbook that grew and exited his ventures to the launch of an ultra-premium tequila.

Our Team

Ashton Colquett – Director of Strategic Partnerships, Texas Tech

Ashton Colquett serves as Director of Strategic Partnerships, Texas Tech for Santos Diones, where she leads partnership development, corporate relationships, and brand activations throughout Texas Tech Athletics and the West Texas market.

Her connection to Texas Tech runs deep: a Texas Tech graduate with degrees in Finance and Marketing, a minor in Sports Management, and a Leadership Certificate, she spent four years inside Texas Tech Athletics in roles that included Student Assistant to the Director of Athletics, Student Assistant in Football Operations, Suite Hostess for athletic events, and support for Track & Field operations. That experience gave her a rare command of collegiate athletics, donor relations, and event operations, and of the powerful role Texas Tech plays across West Texas.

Known for an extensive network throughout West Texas and the Texas Tech community, Ashton has a natural ability to connect people, ideas, and opportunities into partnerships that create lasting value. Her professional background spans athletics, real estate, property management, business development, credit card processing, and strategic partnerships, connecting Santos Diones to one of its most valuable partnerships.

Eddie Rivkin – Director of Brand Development

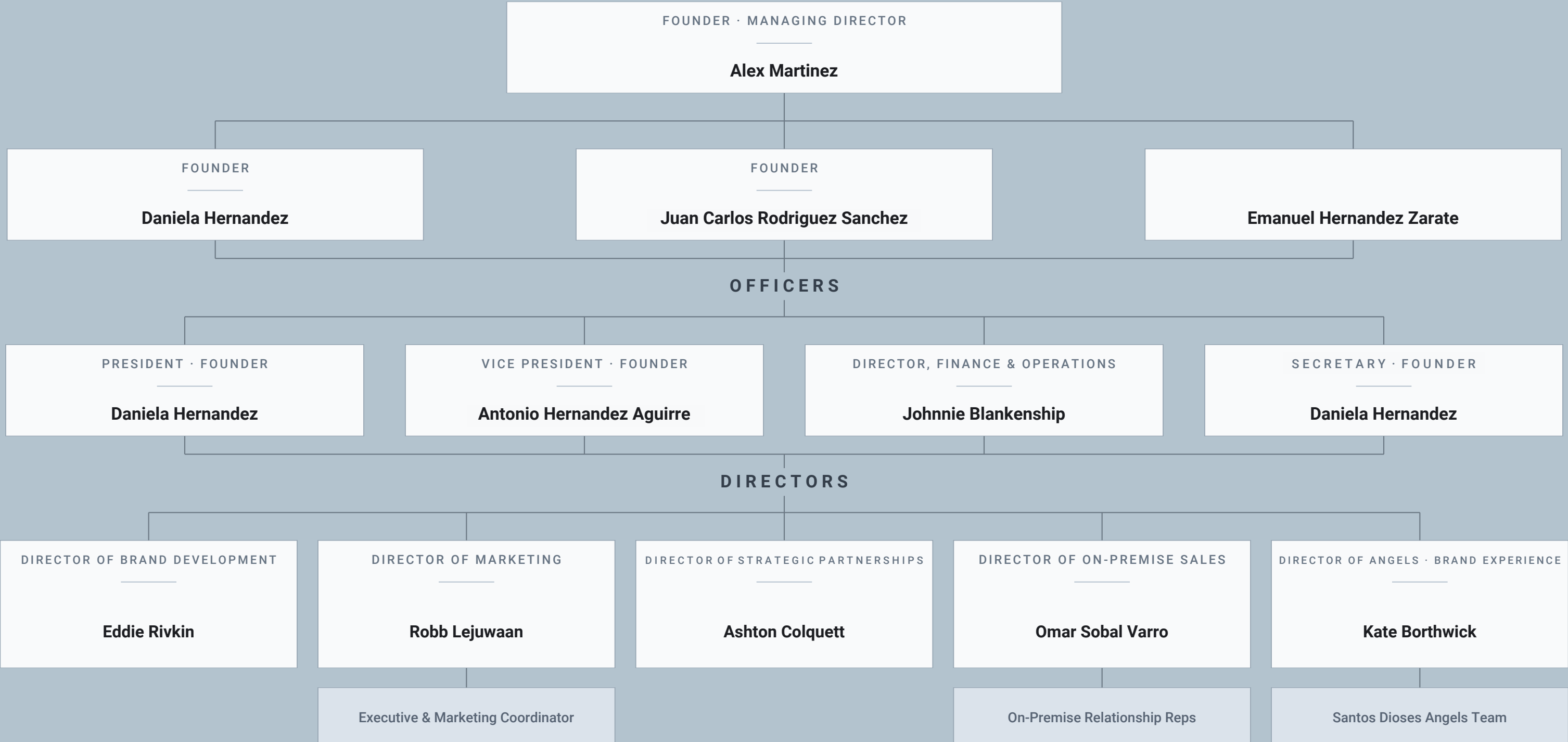
As Founder and CEO of one of the most respected international wine and spirits competitions, he has helped establish global benchmarks for quality, credibility, and brand recognition. With more than 36 years embedded in the Las Vegas hospitality ecosystem, Eddie brings deep experience across food and 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.

Organizational Chart

SANTOS DIOSES DISTILLERY CO.

BOARD OF DIRECTORS



Capital Raise Overview

Santos Dioses is raising **\$5.5 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.

Built for Long-Term Value

Focused SKUs, controlled distribution, estate production, and growing aged inventory create a scalable business with strong brand equity and long-term pricing power.

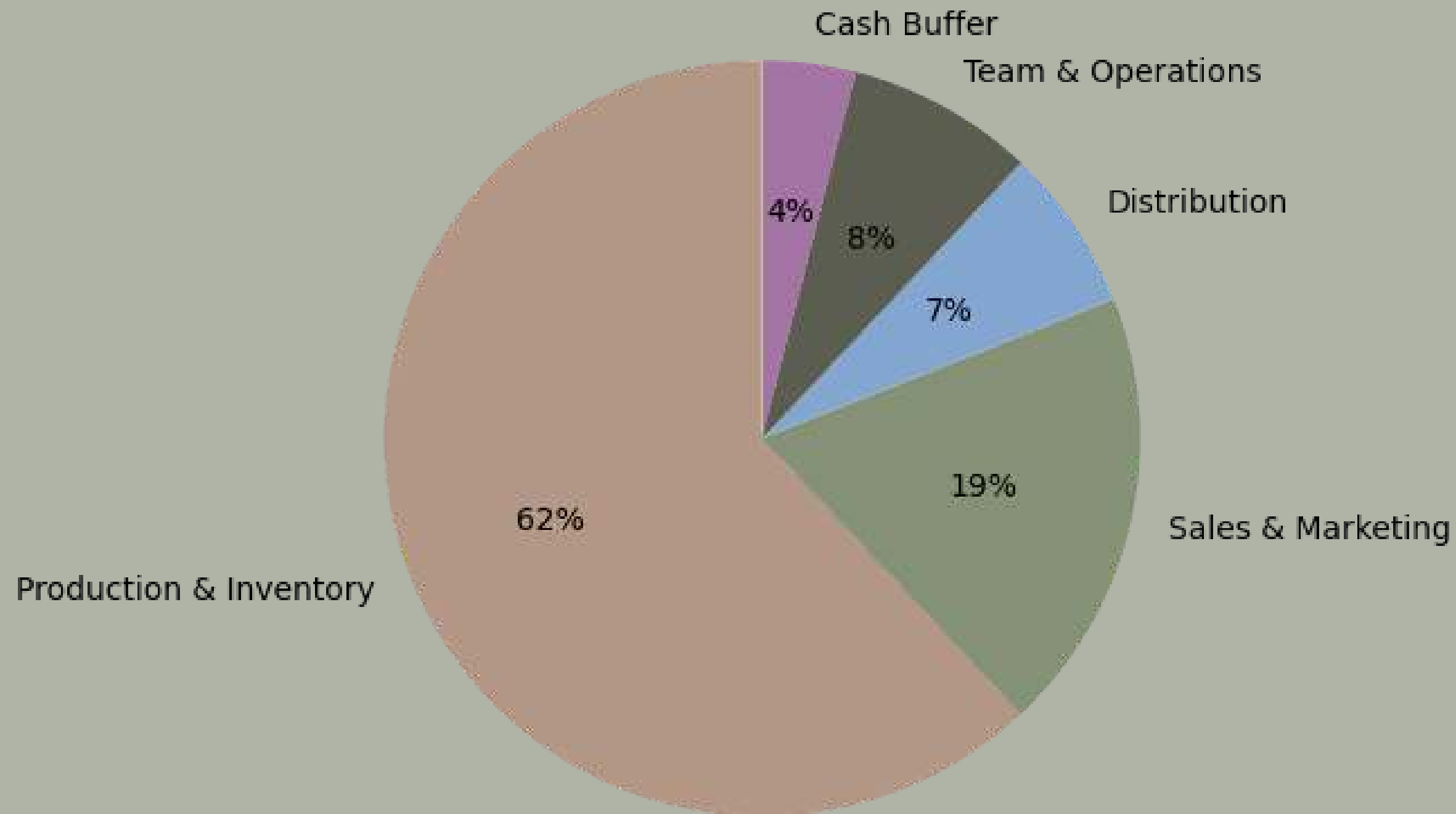
Proven Leadership & Heritage

Led by experienced business operators, hospitality professionals, veteran alcohol industry executives, and a founding tequila family with generations of agave and tequila-making expertise, bringing together authentic heritage, operational excellence, and scalable brand leadership.

Texas-First Growth Strategy

Launching in one of the nation's most influential spirits markets before expanding into other high-value U.S. markets through a disciplined rollout.

Use of Capital



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

Financial Outlook (5-Year Summary)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$4.0M	\$17.6M	\$27.1M	\$40.5M	\$58.2M
Gross Margin	50%	45%	45%	45%	45%
Operating Income	\$0.5M	\$2.4M	\$3.5M	\$6.3M	\$10.6M
Operating Margin	12%	14%	13%	16%	19%

Pro forma reflects disciplined reinvestment and operating leverage at scale.

Detailed pro forma available upon request.

Success to Date

Santos Dioses over the last year has accomplished:

- Won Silver, Gold, and Platinum at the 2025 Las Vegas Global Spirit Awards
- Brought on a team of accomplished industry executives
- Added to our estate agave acreage, now totaling 3,385 acres.
- Became a licensed tequila importer (federal permit, Texas)
- Received state license for tequila sales (Texas)
- Signed a four-year licensing agreement with Texas Tech Athletics



Success to Date

- Signed a distribution deal with the largest distributor in Texas
- Imported 450 cases of Reposado
- Secured over 250 on-premise Class B commitments (bars and restaurants)
- Successfully launched in Texas (June 2026)
- Reached a distribution agreement with Greenlight Distribution (Florida)



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