



**Where Tradition Meets
Modern Spirit**

Brand Deck



Uncorking Potential

The Emyla Tequila Opportunity

At Emyla Tequila, we are not merely crafting tequila; we are intricately weaving a tapestry of tradition, quality, and innovation. Our debut with the ultra-premium añejo sets a benchmark for excellence within our brand and the luxury spirits market. The burgeoning ultra-premium tier of the tequila market underscores the significance of introducing our aged añejo, paving the way for forthcoming launches of reposado and blanco expressions.



Liquid Legacy

The Craft of Emyla Tequila

Born in Mexico and nurtured in Los Angeles, Emyla Tequila is meticulously crafted from the finest blue Weber agave, harvested at peak maturity from the sun-drenched fields of Jalisco, Mexico. Our tequila is meticulously distilled and aged in bourbon barrels, guaranteeing a smooth, opulent flavor profile. Emyla Anejo stands as a pinnacle among all-natural añejos, designed to be savored among friends or cherished by the discerning tequila connoisseur.



Color:

Intense
Amber

Aroma:

Caramel, Corn, Jalapeno
& White Pepper

Finish:

Smooth, sweet,
& lengthy

- **100% Agave**
- **Double Distilled**
- **Aged 12 months in American white oak barrels**

The Agave Awakening

Tequila Market & Trends

Key Consumer Trends

01 Premiumization:

Shifting preference towards premium, artisanal spirits valuing craftsmanship and authenticity over price.

02 Health Consciousness:

Rise in low-ABV and no-ABV spirit choices as consumers seek healthier lifestyle choices without sacrificing social experiences.

03 Cultural Exploration:

There's a rising curiosity for global spirits, leading to exploration of international flavors and traditional distilling methods.

U.S. TEQUILA
MARKET

\$8.3b

Total market size

5.26%

CAGR 23-28

\$11.29b

2028 Est. Market Size

Sources:

[imarcgroup.com/united-states-tequila-market](https://www.imarcgroup.com/united-states-tequila-market)

Pricing

Price vs Quality

FOB: \$600 per 6 Pack
Distributor Margin 30%

Suggested Retail Price \$149.99

Goal of Emyla Tequila

To Over Deliver Price vs Quality
vs Our Competitive Set

Competitive Set:

Clase Azul - \$189.99

1942 - \$189.99

Cincoro - \$179.99 Casa

Dragones - \$219.99



Raising the Bar

Emyla's Competitive Landscape

Major Industry Players



Local (LA based) Competitors



Emyla's Advantages

Award Winning Quality:

Recognized excellence in taste and craftsmanship.

Innovative Barrel Aging:

Unique bourbon barrels for complex taste notes.

Extraordinary Packaging:

Ultra premium award-winning design that tells a story.

100% Blue Weber Agave:

Unique terroir for distinctive flavor profiles.

Traditional Craftsmanship:

Emphasizing artisanal distillation and aging methods.



Emyla's Go-To-Market Strategy

01 PHASE Establishing
Roots in La



02 PHASE Amplifying
Presence



03 PHASE Expansion Into
Key Markets
Nationwide



04 PHASE California
Investment and
Manpower

- +** Local engagement
- +** Community Events
- +** Influencer collaborations
- +** Retail partnerships
- +** Reach local profitability

- +** Digital campaigns
- +** PR & media engagement
- +** Raise expansion funding

- +** Scaling distribution
- +** Broadened marketing
- +** Major Strategic partnerships

- +** 3 Million Dollar Marketing and Activation Investment

- +** Dedicated Sales Representatives:
1 in San Francisco
1 in Central Coasts
2 in Los Angeles
1 in San Diego

- +** Dedicated Marketing and Social Media Director

- +** Dedicated PR Firm with an Additional 2 Million Dollar Investment

Product Expansion: Coming Soon to Emyla

Emyla is an innovative brand dedicated to listening to the demands of its customers. The company has plans to continually develop and test new product lines.

Early 2025

Mezcal

Currently in Production



Late 2025

Blanco Reposado

Currently in Production

Late 2026

Extra Anejo, Aged in
French Sauturn Barrels

Currently in Production

Why Invest In Emyla?

Access To An Exclusive Brand

Join us in savoring the unparalleled experience of Emyla Tequila, where exclusivity and passion pour into every bottle

01

Exclusive, Small-Batched Production

Emyla Tequila is meticulously crafted in limited quantities, ensuring each batch meets our premium standards and stands out from mass-produced spirits.

02

Passion Over Hype

Emyla Tequila is driven by the passion of its creators, focusing on quality over fleeting celebrity trends.

03

Trendsetting, Not Trend Following

Emyla Tequila appeals to trendsetters valuing craftsmanship and individuality over popularity.



Contact & Additional Resources

Emyla Tequila is dedicated to crafting exceptional spirits that celebrate the rich heritage of agave, blending traditional techniques with innovative flavors to deliver a unique tequila experience. Our mission is to inspire connections, moments of joy, and a deeper appreciation for the art of tequila, one bottle at a time.



Art Davtyan - Founder/Owner



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[See full financial model](#)



www.emylatequila.com