

C A S A
Don Ramón®



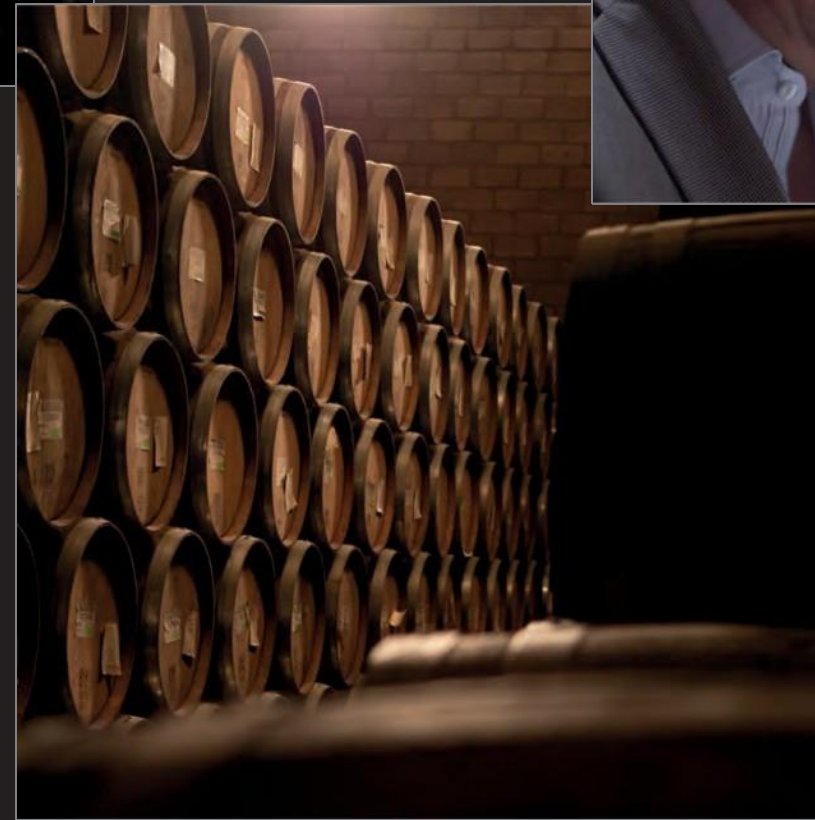
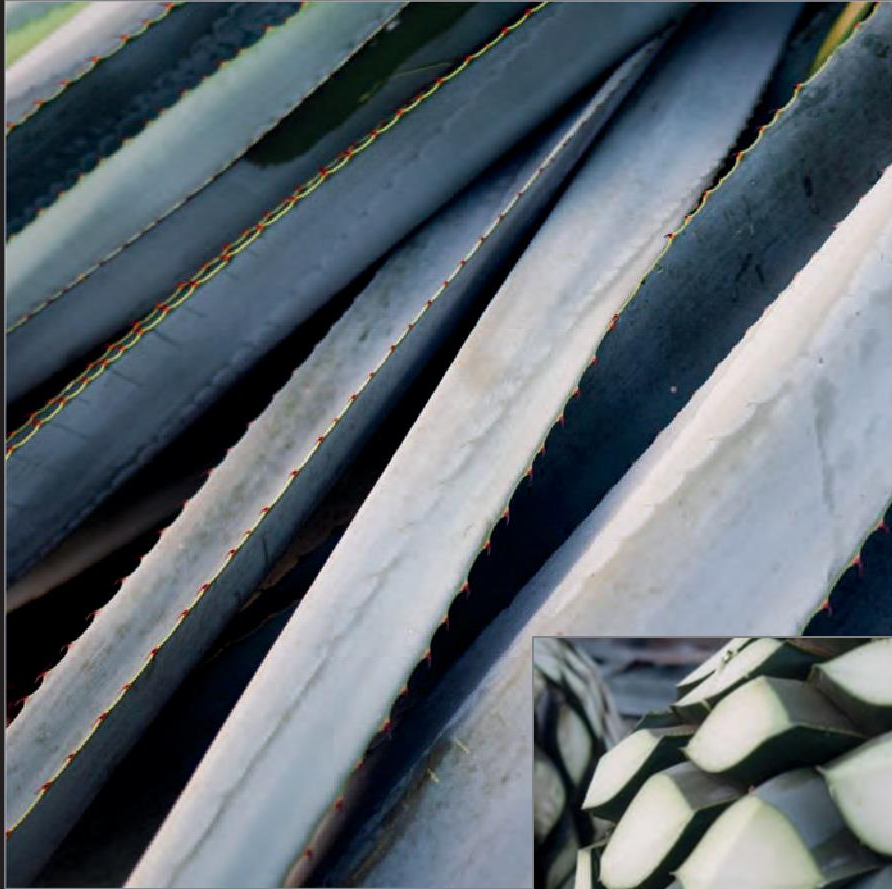


Tequila is a passion, a pride, a heritage.

In Mexico, Casa Don Ramón has long been the brand of choice for tequila enthusiasts, with decades of expertise harvesting agave and crafting tequila, we are the respected industry authority. Now we are ready to share our exclusive range of agave spirits with a global audience.

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THE HISTORY OF CASA DON RAMÓN

Trademark
registration

National TV
Campaign in
Mexico

Start of operations
in USA

BLN & Don Ramón
strategic alliance

1996



2000



2008



2018



2019

1998



2005



2013



Brand foundation

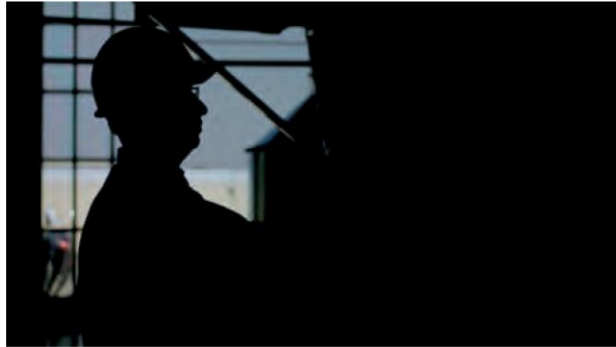
Bottle redesign

Product portfolio
expansion

The IIDEA Company
acquires Tequila Don
Ramón



THE TENETS OF CASA DON RAMÓN



QUALITY

- 100% Blue agave
- Authority in tequila industry
- Expertise
- Maestro Tequilero ensures consistency in flavor
- Artisan spirit backed by science & state of the art facilities



HERITAGE

- The fine art of tequila
- Sipping ritual Maestro
- Tequilero
- The rich culture of Mexico
- Denomination of Origin



PACKAGING

- Swarovski partnership
- Punta Diamante process
- Unique caps across product portfolio



SOCIAL RESPONSIBILITY

- Environmentally efficient & responsible
- Fair labor treatment for jimadores



CASA DON RAMÓN PRODUCT PORTFOLIO



TEQUILA DON RAMÓN
LIMITED EDITION COLLECTION



TEQUILA DON RAMÓN
CRISTALINO PLATINIUM COLLECTION



TEQUILA DON RAMÓN
PUNTA DIAMANTE COLLECTION



MEZCAL DON RAMÓN



TEQUILA
Don Ramón[®]

LIMITED EDITION





THE HEIGHT OF
HERITAGE,
MADE TO BE COVETED.

THE TEQUILA DON RAMÓN LIMITED EDITION COLLECTION

Tequila Don Ramón captivates and delights the world's most discerning palates through the fine art of tequila. The Tequila Don Ramón Limited Edition collection reinterprets nature, with its dazzling crystals, proving irresistible to tequila enthusiasts and collectors alike.

OUR CUSTOMER

The high end collector and Tequila connoisseur committed to sharing a life filled with authentic experiences that evoke long-lasting, treasured moments. For this person, collecting isn't indulgent, it is a way of life.

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TEQUILA DON RAMÓN
LIMITED EDITION PLATA



TEQUILA DON RAMÓN
LIMITED EDITION AÑEJO



TEQUILA DON RAMÓN
LIMITED EDITION EXTRA AÑEJO



TEQUILA DON RAMÓN LIMITED EDITION PLATA SECOND EDITION

Tequila Don Ramón Limited Edition Plata is double-distilled for a smooth and brilliant taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this crystal clear spirit can be described as bright, clean, and herbal with delicate notes of agave. A sip reveals a hint of citrus that evolves into a warming minerality.

LIMITED EDITION RUN: 10,000 Bottles

AGAVE: 100% blue agave

DISTILLATION: Double-distilled in steel

COLOR: Clear

AROMA: Bright, clean, and herbal

NOTES: Citrus and minerals

SIZE / ALCOHOL PERCENTAGE: 750ml / 40% alcohol

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TEQUILA DON RAMÓN LIMITED EDITION AÑEJO SECOND EDITION

Tequila Don Ramón Limited Edition Añejo is double-distilled and aged in oak barrels for 12 months resulting in a smooth, bold taste and aromatic profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this complex amber spirit can be described as fresh and woody with elegant notes of dried fruit and cooked agave. A sip reveals minerality bound with the distinct definition of spices, including cinnamon, cloves, and cumin.

LIMITED EDITION RUN: 5,000 Bottles

AGAVE: 100% blue agave

DISTILLATION: 12 months in Oak Barrels COLOR: Amber

AROMA: Fresh and woody, dried fruit, and cooked agave NOTES: Minerals, cinnamon, cloves, and cumin 750ml/40% alcohol

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TEQUILA DON RAMÓN LIMITED EDITION EXTRA AÑEJO SECOND EDITION

Tequila Don Ramón Limited Edition Extra Añejo is double-distilled and aged in oak barrels for three years resulting in an exquisitely smooth, complex taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this copper toned elixir embodies the absolute art of fine tequila. A sip reveals a robust body expressed through mature aromatics including berries, cherry and wood notes, with an elegant pepper finish.

LIMITED EDITION RUN: 5,000 Bottles

AGAVE: 100% blue agave DISTILLATION: 3 years in Oak Barrels

COLOR: Copper

AROMA: Nuts

NOTES: Berries, cherry, wood, and pepper 750ml/40% alcohol

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TEQUILA
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THE PUNTA DIAMANTE COLLECTION



TEQUILA DON RAMÓN PUNTA DIAMANTE COLLECTION



DRINK TEQUILA
LIKE A LOCAL.

PUNTA DIAMANTE COLLECTION

An homage to Mexico, Tequila Don Ramón is the only tequila you need to know. How will you make it yours?

OUR CUSTOMER

The tequila curious drinker open to mixing a new cocktail but not yet committed to the art of sipping.

CASA
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TEQUILA DON RAMÓN
PUNTA DIAMANTE SILVER



TEQUILA DON RAMÓN
PUNTA DIAMANTE REPOSADO



TEQUILA DON RAMÓN
PUNTA DIAMANTE AÑEJO



TEQUILA DON RAMÓN PUNTA DIAMANTE PLATA

Tequila Don Ramón Punta Diamante Silver is double-distilled for a smooth and clean taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this clear spirit can be described as bright, fresh, and floral. Selectively harvesting mature agave and the extra step of pressing the agave prior to cooking, results in a pronounced herbaceous flavor. A sip reveals a hint of sweetness that evolves into a warming minerality

AGAVE: **100% Blue agave**

DISTILLATION: **Double-distilled in steel**

COLOR: **Clear**

AROMA: **Bright, floral, herbal, and raw agave**

NOTES: **Floral, herbal, and raw agave**

SIZE / ALCOHOL PERCENTAGE: **750ml / 40% alcohol**

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TEQUILA DON RAMÓN PUNTA DIAMANTE REPOSADO

Tequila Don Ramón Punta Diamante Reposado is double-distilled and rested in white oak, resulting in a smooth, subtle taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this golden spirit can be described spiced and herbaceous with an essence of caramel pulled from the barrel. The aging process allows the spirit to mellow and take on a deep and complex character. A sip reveals an enticing body with a balanced herbal and citrus finish.

AGAVE: **100% Blue agave**

AGED: **Rested in white oak**

COLOR: **Golden**

AROMA: **Bright, floral, herbal, subtle vanilla and chocolate**

NOTES: **Citrus, cooked agave, and herbs**

SIZE / ALCOHOL PERCENTAGE: **750ml / 40% alcohol**

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TEQUILA DON RAMÓN PUNTA DIAMANTE AÑEJO

Tequila Don Ramón Punta Diamante Añejo is double-distilled and aged in American oak barrels for 12 months, resulting in a smooth, richer taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this amber spirit can be described as buttery, aromatic, and well-defined. A sip reveals a heritage of citrus and peach, while the long rest awakens the deeper notes of wood and vanilla.

AGAVE: **100% blue agave**

DISTILLATION: **12 months in American Oak Barrels**

COLOR: **Amber**

AROMA: **Citrus, wood, and vanilla**

NOTES: **Citrus, peach, plum, clove and pepper**

SIZE / ALCOHOL PERCENTAGE: **750ml / 40% alcohol**

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THE CRISTALINO PLATINIUM COLLECTION



TEQUILA DON RAMÓN CRISTALINO PLATINUM COLLECTION - US



SET THE BAR.
AT HOME.

CRISTALINO PLATINIUM COLLECTION

Guaranteed to impress

The cristalino filtration process, a modern approach to time honored practice of distillation removes the liquids color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy-sipping.

THE CONSUMER

The gracious host ready to please with a bar cart outfitted with all the usual, top shelf suspects tequila, vodka, gin, and whisky.

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TEQUILA DON RAMÓN CRISTALINO PLATINUM COLLECTION - INTL



GUARANTEED TO IMPRESS

CRISTALINO PLATINIUM COLLECTION

Guaranteed to impress

The cristalino filtration process, a modern approach to time honored practice of distillation removes the liquids color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy sipping. This is a must have tequila for entertaining at home.

THE CONSUMER

The gracious host ready to please with a bar cart outfitted with all the usual, top shelf suspects tequila, vodka, gin, and whisky .

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TEQUILA DON RAMÓN
PLATINIUM PLATA



TEQUILA DON RAMÓN
PLATINIUM REPOSADO CRISTALINO



TEQUILA DON RAMÓN
PLATINIUM AÑEJO CRISTALINO



TEQUILA DON RAMÓN PLATINIUM PLATA

Tequila Don Ramón Platinum Plata is double-distilled for a smooth and brilliant taste and pure profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this clear spirit can be described as bright, citrus, with notes of agave. Selectively harvesting the Agave Anovillado, at the exact point of maturity before the quiote (flower) is formed reveals the inherent purity of the plata. A sip reveals a hint of sweetness that evolves into a warming minerality.

AGAVE: 100% blue agave

DISTILLATION: Double-distilled in steel

COLOR: Cristalino Clear

AROMA: Fresh, citrus, and agave

NOTES: Cooked agave and fruit

SIZE / ALCOHOL PERCENTAGE: 750ml / 40% alcohol

CASA
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TEQUILA DON RAMÓN CRISTALINO PLATINIUM REPOSADO

Tequila Don Ramón Cristalino Platinum Reposado is double-distilled and rested in American and French oak, resulting in a smooth, delicate taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this cristalino clear spirit can be described as soft, medium bodied, and woody with complex gourmand notes. The aging process allows the spirit to mellow, taking on a deep and complex character, with a balanced herbal and citrus finish.

After maturation in oak, a complex filtration process removes the liquids golden color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy-sipping.

AGAVE: 100% blue agave

DISTILLATION: Rested in American and French Oak

COLOR: Cristalino Clear

AROMA: Wood, spices, chocolate, cinnamon and soft vanilla

NOTES: Citrus, nuts and vanilla

SIZE / ALCOHOL PERCENTAGE: 750ml / 40% alcohol

CASA
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TEQUILA DON RAMÓN CRISTALINO PLATINIUM AÑEJO

Tequila Don Ramón Cristalino Platinum Añejo is double-distilled and aged in American oak barrels for 12 months. Further time spent with a proprietary finishing method, results in a smooth, richer taste and robust profile.

Made from 100% Blue Agave from the highlands of Jalisco, Mexico, this cristalino clear spirit can be described as buttery, aromatic and well-defined. A sip reveals a heritage of spices and wood, while the long rest awakens the deeper notes of nuts and vanilla.

After maturation in oak, a complex filtration process removes the liquids amber color and piquancy. This results in an exquisitely smooth taste, and long finish calling for easy-sipping.

AGAVE: 100% blue agave

DISTILLATION: 12 months in American and French Oak Barrels COLOR: Cristalino Clear

AROMA: Wood and spices

NOTES: Nuts, vanilla, cacao and cinnamon

SIZE / ALCOHOL PERCENTAGE: 750ml / 40% alcohol

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MEZCAL DON RAMÓN

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GIVE IN.
TRUST YOUR INSTINCTS.

MEZCAL

When the sun sets, anything can happen. Mezcal is an experience, an essential part of Mexican culture. It is crafted to the highest standards by the people who know it best. Mezcal Don Ramón brings taste and quality together in one sip.

OUR CUSTOMER

The mezcal drinker doesn't follow. They stand out from the crowd and is often found heading down the path less taken.



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MEZCAL JOVEN

Mezcal Don Ramón Joven is a transcendent expression of this category of hand-made spirits. Made from 100% Salmiana Agave from Zacatecas, Mexico that has been matured for 8-10 years, this clear spirit embodies the earthen smokiness of mezcal. A sip delights the palette with an awakening, yet balanced aroma of herbs, florals, and fresh citrus layered with a subtle fruity finish brought forth by the agave. For each Salmiana Agave harvested, Casa Don Ramón plants two more of the species in its place.

AGAVE: **100% Salmiana agave**

DISTILLATION: **Double-distilled in pot still**

COLOR: **Clear**

AROMA: **Smoke, citrus, and florals**

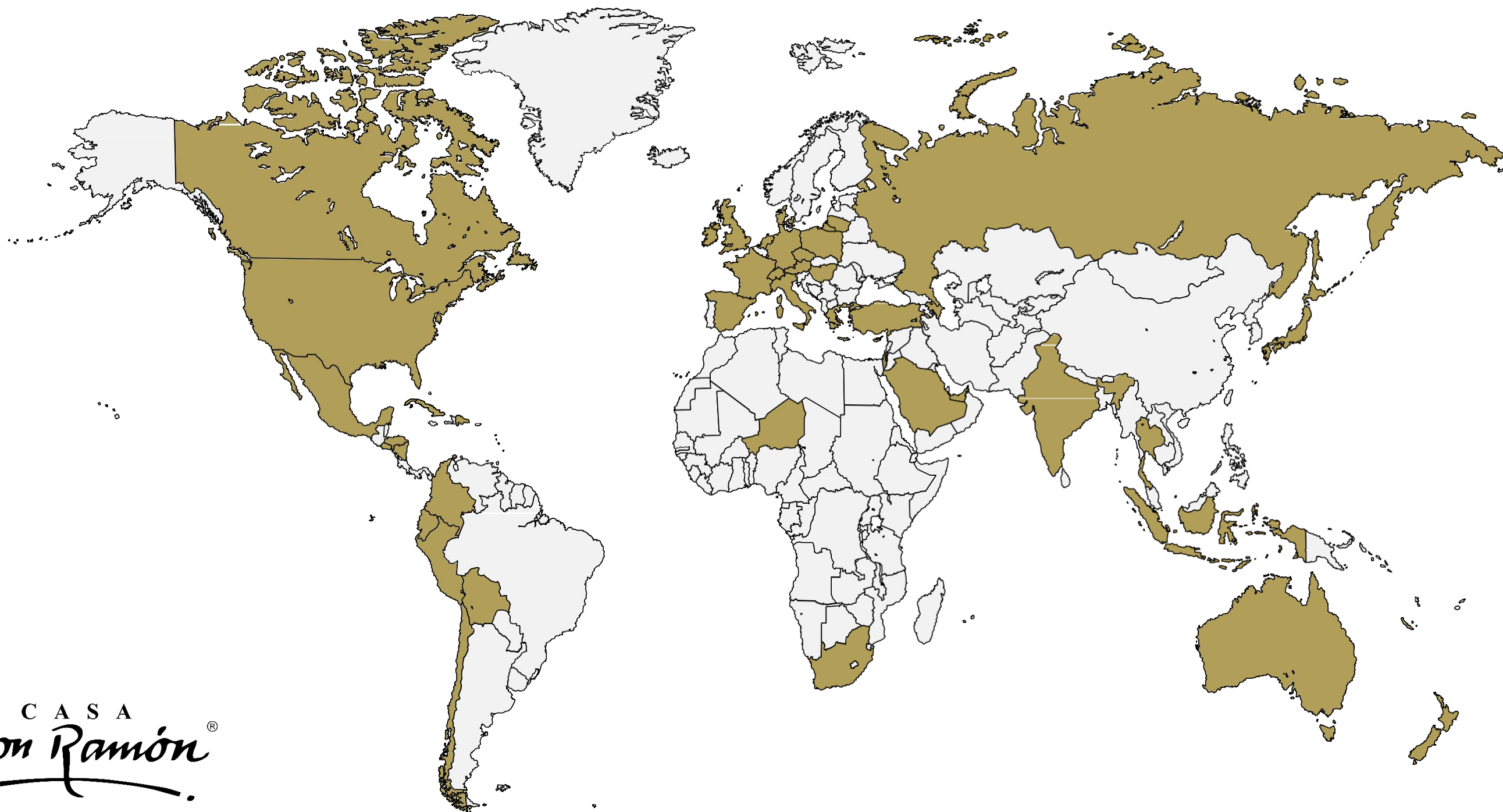
NOTES: **Herbal, subtly fruity and smokey**

SIZE / ALCOHOL PERCENTAGE: **750ml / 40% alcohol**

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DISTRIBUTION

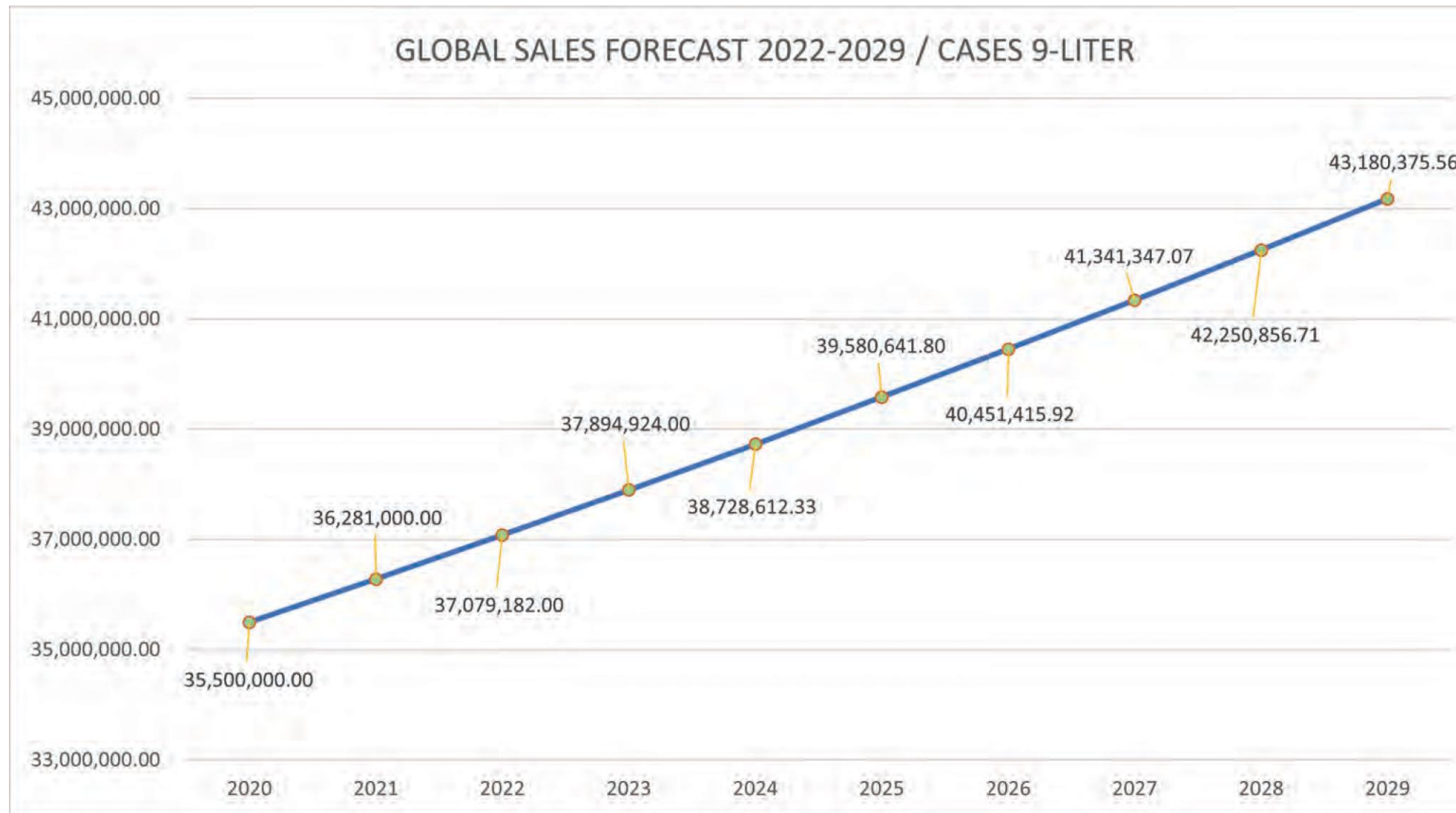


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INDUSTRY TRENDS & SALES PROJECTION

The worldwide Market size for Tequila was valued at USD 10.43 billion in 2022. The market is projected to grow from USD 10.43 billion in 2022 to USD 15.57 billion by 2029, exhibiting a CAGR of 5.89% during the forecast period 2022-2029



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Drink responsibly.

