



## READY TO DRINK - MARGARITAS

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.

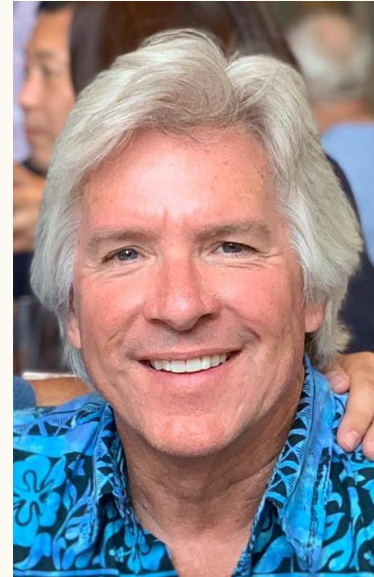


# About Us

**Tia Linda's Margarita** is a family-owned business that serves a family-famous margarita recipe created by Aunt Linda. The business was founded in 2020 by Meghan Hayward, Graham Christy, Mike Stroh, and Meghan's and Graham's father, Dan. The company's story is about sharing a tasty and refreshing recipe with the world:

tialindasmargarita

***"Great things in business are never done by one person; they're done by a team of people."  
-Steve Jobs***



**Brand Ambassador**  
Dan Christy  
"Father"



**Chief Executive Officer**  
Meghan Hayward  
"Daughter"



**Chief Operating Officer**  
Graham Christy  
"Son"



**Chief Marketing Officer**  
Mike Stroh

# THE TALE OF TIA LINDA

Welcoming, always fun, and the life of the party—our Aunt Linda has always brought our family and friends together. No matter the event, one thing is certain: Tia Linda will have a batch of her famous margarita recipe whipped up and ready for everyone to enjoy. From holidays to weddings to pool parties and more, these delightful, punch-packing cocktails have been part of countless good memories for our family. For years, we have wanted to share this tasty and refreshing recipe with the world and now, with Tia Linda's blessing of course, we finally did it



***Gather your loved ones, crack a can, and start making those memories! Salud!***

## WHO IS SHE

Eccentric, always fun and maybe just a little crazy, Tia Linda has always been the one that brings together family and friends for good times. No matter the event, one thing's for certain, Tia Linda will have a batch of her margaritas made “famous” by friends and family.





# OUR METHOD

*Produced from our Tia Linda's long standing family recipe, our Margarita is made in a hand-crafted style using only premium natural products.*

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.



FAMILY OWNED & OPERATED



# CLASSICO

4pk = 4 x 200ml

Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.



## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.



2024 San Diego International Wine & Spirits Challenge



**GOLD MEDAL WINNER**



Denver Intl. Spirits Competition 2023  
S.F. World Spirits Competition 2023



CLASSICO  
200ML CAN UPC



CLASSICO  
4/200ML 4PK UPC

FAMILY OWNED & OPERATED



# STRAWBERRY

4pk = 4 x 200ml

- Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.
- As much as Tia herself, our Strawberry Margarita is a fresh take on a timeless classic.
- Aromas of fresh smashed strawberries and sweet citrus. Strawberry jam, lemon and lime flavors dance together with hints of tequila and salt. Strawberry and lime continue to carry through providing a clean, crisp finish.



**CLASSICO**  
**200ML CAN UPC**



**CLASSICO**  
**4/200ML 4PK UPC**



*2024 San Diego  
International  
Wine & Spirits Challenge*

## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.

FAMILY OWNED & OPERATED



# SPICY JALAPEÑO

4pk = 4 x 200ml

- Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.
- Sometimes you just need a little spice! Tia Linda's Spicy Jalapeno Margarita has the perfect punch of spice into our all-natural Margarita.
- Aromas of fresh picked peppers, cut garden greens and citrus on the nose. Bright lemon & lime flavors are immediately met by chopped jalapeno pepper spice on the tongue giving way to a lingering spicy finish.



CLASSICO  
200ML CAN UPC



CLASSICO  
4/200ML 4PK UPC



**2024 Director's Award  
Best Ready to Drink Cocktail  
Platinum Medal Winner**

## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.

FAMILY OWNED & OPERATED



# POG

## 4pk = 4 x 200ml

- Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.

### PASSION FRUIT, ORANGE, GUAVA

- Island life and Margarita's go hand in hand, but what about the Big Island? Tia's POG margarita combines the quintessential Island fruit flavors into her all-natural margarita recipe.
- Tropical flavors of Passion fruit and Guava immediately take you away with subtle orange, citrus, salt and Tequila hints.



CLASSICO  
200ML CAN UPC



CLASSICO  
4/200ML 4PK UPC



2024 San Diego  
International  
Wine & Spirits Challenge

## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.





# TIA LINDA WINS – GOLD

## Denver Intl. Spirits Competition 2023



The Denver International Spirits Competition is conducted double-blind by a seasoned panel of beverage professionals. Our judging panel consists of sommeliers, retail buyers, journalists, mixologists, and beverage directors.

## S.F. World Spirits Competition 2023

The 2023 San Francisco World Spirits Competition was held at Hotel Nikko in San Francisco from April 13th through April 15th. The 2023 Competition was another record-breaking year with more than 5,500 entries from all corners of the world.



# GOLD MEDAL WINNER



# ACCOLADES



## Tia Linda's Margarita Classico

- 2024 San Diego International Wine & Spirits Challenge – GOLD
- 2024 SIP Awards – SILVER
- 2024 Denver International Spirits Competition – BRONZE
- 2023 PR%F Awards – DOUBLE GOLD
- 2023 Denver International Spirits Competition – GOLD
- 2023 San Francisco World Spirits Competition - GOLD
- 2022 Denver International Spirits Competition – GOLD
- 2022 San Francisco World Spirits Competition – GOLD
- 2022 Bartender Spirits Awards – SILVER



## Tia Linda's Margarita Strawberry

- 2024 San Diego Wine & Spirits Challenge - GOLD
- 2024 SIP Awards – GOLD & Innovation Award
- 2024 Denver International Spirits Competition - SILVER



## Tia Linda's Margarita POG

- 2024 SIP Awards – PLATINUM
- 2024 Denver International Spirits Competition - SILVER



## Tia Linda's Margarita Spicy Jalapeño

- 2024 San Diego Wine & Spirits Challenge – PLATINUM
- 2024 SIP Awards – GOLD
- 2024 Denver International Spirits Competition - GOLD



## 2024 Director's Award Best Ready to Drink Cocktail

FAMILY OWNED & OPERATED



Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.



## CLASSICO

Bright and refreshing with up front flavors of Meyer lemon and lime with hints of Tequila, salt, and orange strike the perfect balance in our Classico Margarita.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024  
**GOLD** – S.F. WORLD SPIRITS COMP 2023

## POG



One sniff transports you to an island oasis! Tropical flavors of Passion fruit and Guava immediately take you away with subtle hints of orange, citrus, salt and Tequila.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024

## STRAWBERRY



Fresh smashed strawberries and sweet citrus aromas. Strawberry jam, lemon and lime flavors dance together with hints of tequila and salt carry through providing a clean, crisp finish.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024

## SPICY JALAPEÑO



Aromas of fresh picked peppers, cut garden greens and citrus. Bright lemon & lime flavors are immediately met by chopped jalapeno pepper spice on the tongue giving way to a lingering spicy finish.

**PLATINUM "BEST RTD IN SHOW"**  
S.D. INTL SPIRITS CHALLENGE 2024

## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.

# CLASSICO

Bright and refreshing with up front flavors of Meyer lemon and lime with hints of Tequila, salt, and orange strike the perfect balance in our Classico Margarita.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024  
**GOLD** – S.F. WORLD SPIRITS COMP 2023



**CLASSICO**  
200ML CAN UPC

**CLASSICO**  
4/200ML 4PK UPC

# STRAWBERRY

Fresh smashed strawberries and sweet citrus aromas. Strawberry jam, lemon and lime flavors dance together with hints of tequila and salt carry through providing a clean, crisp finish.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024



**CLASSICO**  
200ML CAN UPC

**CLASSICO**  
4/200ML 4PK UPC

FAMILY OWNED & OPERATED



Produced from our Tia Linda's longstanding family recipe, our Margarita is made in a hand-crafted style using only premium natural products.

## KEY ATTRIBUTES

- All-natural Margarita with Tequila, Triple sec and natural Meyer lemon and lime flavors.
- No Artificial flavors, colors, sweeteners or preservatives. Just the good stuff!
- True craft cocktail recipe, not watered-down syrups.
- At 18% abv. Tia Linda's strikes the best balance of tequila, and pure citrus sweet & sour flavors.

# POG

One sniff transports you to an island oasis! Tropical flavors of Passion fruit and Guava immediately take you away with subtle hints of orange, citrus, salt and Tequila.

**GOLD** – S.D. INTL SPIRITS CHALLENGE 2024



**CLASSICO**  
200ML CAN UPC

**CLASSICO**  
4/200ML 4PK UPC

# SPICY JALAPEÑO

Aromas of fresh picked peppers, cut garden greens and citrus. Bright lemon & lime flavors are immediately met by chopped jalapeno pepper spice on the tongue giving way to a lingering spicy finish.

**PLATINUM "BEST RTD IN SHOW"**  
S.D. INTL SPIRITS CHALLENGE 2024



**CLASSICO**  
200ML CAN UPC

**CLASSICO**  
4/200ML 4PK UPC



# RTD ON-PREMISE TRENDS



## WHY ON-PREMISE

**The Margarita remains** by far the most popular cocktail in the US On Premise, with a velocity in the average US outlet that is around four times higher than the next most valuable choice. While third-quarter sales were 5% behind the second quarter, they outperformed the same period in 2023 by 25% and helped tequila to its largest share of cocktails by value in over a year. Margarita is the most valuable cocktail in every outlet type except fine dining, while Fridays and Saturdays are the best performing days of the week.

**CGA defines RTDs** as “a drink that has been pre-mixed and is ready for consumption when it is delivered to the venue, without the venue having to add any ingredients.” Included in that definition are pre-mixed cocktails (draft and canned), pre-mixed spirits and mixers and hard seltzers and hard sodas with various alcohol bases.

**One-quarter of consumers** who have visited the on-premise in the past three months have ordered a ready-to-drink cocktail (RTD) during that time, according to CGA, the on-premise arm of market research firm NIQ.

**The percentage of consumers** who have had RTDs on-premise recently is even higher with younger consumers. More than two in five consumers (41%) aged 21-34 have ordered an RTD in the last three months, while 34% of 35- to 54-year-olds have. The percentage is skewed by the oldest demographic, with only 8% of consumers 55 and older ordering an RTD in the period.

**One-third** of consumers said they would be highly likely or likely to consider an RTD when at on-premise venues.. Factors considered that drive consumers to try RTD at on Premise venues

- The #1 reason for consumer to choose an RTD is price
- Variety of flavors was the second highest driver for RTD purchases
  - 23% increase to 30% for 21-to 34-year-olds
  - 29% for 35-54-year-olds
- Convenience was third.
  - 21% increase to 32% for 21-34-year-olds
  - 26% for 35-54-year-olds
- Other positive drivers:
  - Brands I trust
  - Quick Serve
  - Offers & promotions
  - Influences from family and friends
- What deters consumers:
  - High sugar content
  - Low alcohol levels

**CGA's survey** indicates that when consumers order an RTD, they are more satisfied with the beverage than other beverages consumed on-premise. RTDs topped the charts for bev-alc by how satisfied consumers were with the value (89%) and how satisfied consumers were with “how exciting the drink was” (91%). RTDs also beat out the top non-alc drinks in both categories, energy drinks, which had 89% of consumers satisfied with the value and 90% satisfied with how exciting the drink was.

CGA by NIQ is a market intelligence company specializing in providing "on-premise" consumer insights for the food and beverage industry, essentially offering detailed data on how drinks are consumed in bars, restaurants, and pubs, allowing brands to understand market trends and measure their performance within these venues