

DEL MAGUEY

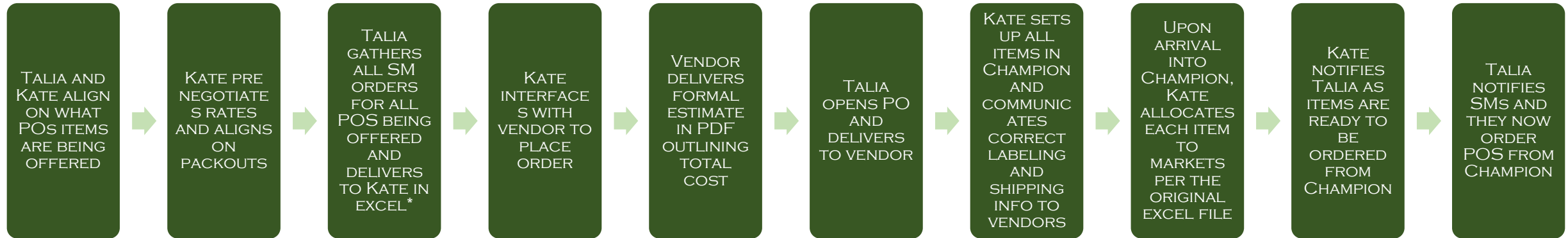
SINGLE VILLAGE® MEZCAL

POS PROCESS AND GUIDELINES

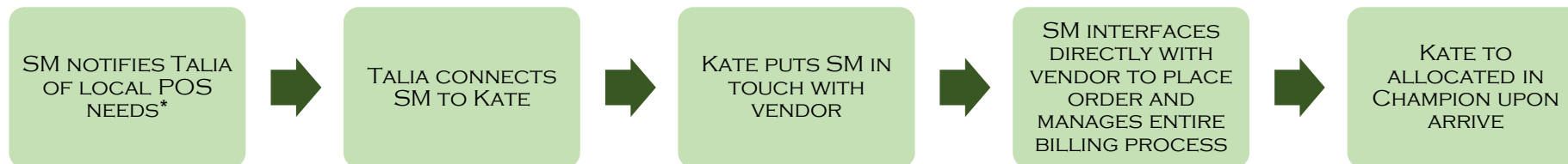


DEL MAGUEY POS PROCESS

➤ NATIONAL POS ORDERS ARE PLACED TWICE A YEAR FOLLOWING THE BELOW PROCESS



➤ LOCAL ORDERS ARE PLACED ON AN ONGOING BASIS FOLLOWING THE BELOW PROCESS



*SMS MUST PROVIDE APO CODES FOR LOCALLY FUNDED POS ON NATIONAL BUYS BEFORE ITEMS ARE ORDERED

**ALL LOCAL POS PRODUCTION MUST USE APPROVED DEL MAGUEY VENDORS/DESIGNS

DEL MAGUEY POS GUIDELINES & GUARDRAILS

Overview: Del Maguey's intentionally limited POS is meant to be used to support the mission of personal relationship building, and designed to communicate Del Maguey's special position of a non-mainstream brand

Primary Items (available to full sales teams)

- Copitas, Shelf Talkers, 1-cs Vida Bins
 - For Copitas please see attached 1-pager
 - Shelf-talkers & 1-cs Vida Bins
 - DO: use in targeted retail space to support & grow DM business
 - DO: fund through local field dollars
 - DO: ship only on demand as needed
 - Availability: shelf-talker files can be found on Teams Asset drive & printed locally; Vida Bins can be purchased through DM vendor, for info email kate@delmaguey.com

Secondary Items (available to full sales teams via NBV SM approval, limited quantities)

- Hats, T-Shirts, Bandanas
 - Hats, Tshirts, Bandanas
 - Hats come with hangtags that contain a personal note from Del Maguey
 - DO: use these as a thank-you note to the trade
 - DO: use for targeted consumer audience/activations
 - DON'T: use these as a front-loader in off-prem
 - DON'T: use as event swag (no promo model giveaways)
 - Availability: SM will order through DM vendors with local field dollars
 - Suggested to store quantities in Champion

Personal Relationship Amenities (distribution overseen by Juez & KAM teams, very limited quantities)

- Flight boards, salts, ollitas, Finding Mezcal books
 - Flight boards
 - SUGGESTED ACCOUNT CRITERIA: at least 3 SKUs of DM (can include Vida)
 - DO: use these exclusively to support accounts

- Drive higher expressions in the on-prem
- Gain PODs
- DO: communicate w Juez or KAM about placement so they can follow up
 - Education
 - Activations
- DON'T: leave it to distributor to execute this placement by themselves
- Availability: reach out to Juez/SM/KAM, each has allotments purchased by DM & by SM field dollars
- Special Salts
 - We have developed salts to pair with the flavor profiles of the 4 CSVs in partnership with Oaxacan chef Susana Trilling
 - DO: coordinate with your regional Juez to use these in supporting on-prem accounts with driving higher expressions
 - DO: target accounts with CSVs
 - DON'T: these are not available in bulk quantities
 - Availability: KAMs to talk to Juez team
- Ollitas
 - Juez & KAM ollita menu program only
 - DO: coordinate with your regional Juez to use these in supporting on-prem accounts with driving higher expressions
 - DO: target accounts with CSVs
 - DON'T: consider ollitas "cocktail vessels"
 - Availability: KAMs to talk to Juez team
- Ron Cooper's "Finding Mezcal" books
 - To be distributed by Juez team only or by SMs with exception
 - Availability: in Champion for Juez team to order, or purchased by SM from publisher using field dollars
 - Note: please keep in mind legal guidelines around value of POS

DEL MAGUEY POS GUIDELINES & GUARDRAILS

COPITAS

DEL MAGUEY
SINGLE VILLAGE® MEZCAL

Copitas

- Copitas are DM cultural icons handmade in Oaxaca, Mexico
- They are to be used to promote a way for accounts to offer and sell the higher expressions in the DM line
- Copitas are special. However we're now making them accessible to all markets
- Please see below for criteria & best practices
- Availability: in Champion by 16pk or 100pk quantities



Copitas are 1 oz. filled to the top

DO - COPITAS	DON'T - COPITAS
<ul style="list-style-type: none"> ➤ Use these to promote a way for accounts to offer and <u>sell the higher expressions</u> in the DM line. This is a core goal <ul style="list-style-type: none"> ○ Account Criteria for Copitas <ul style="list-style-type: none"> ▪ Must carry at least 3 SKUs excluding Crema ▪ NOT JUST VIDA ➤ Encourage accounts to ask if they need more ➤ Use for flight programs ➤ Use at events to promote sipping DM & sipping toasts with the Zapotec "Stigibeu" 	<ul style="list-style-type: none"> ➤ Use copitas as swag in exchange for menu or backbar placements ("dealer loader") ➤ Not for Vida-only accounts ➤ Introduce these as "shot glasses" – they are meant for sipping ➤ Drop off a large quantity all at once an account <ul style="list-style-type: none"> ○ the 16-pk box is meant as a starter pack and will be plenty if used correctly ➤ Allow accounts use copitas for other mezcal brands