

Brand
Influencer



Mex-it Up!™

ERIC ALPERIN Beverage Director of 213 NightLife Group

He has been profiled in the Tasting Panel magazine for America's Best Bar Chefs, Imbibe magazine, The New Cocktailians for LA Weekly, Vogue, The Los Angeles Times, The New York Times, The Wall Street Journal, NBC and other national and international print and video publications. In early 2009, he opened THE VARNISH, which he co-owns and operates (with Cedd Moses and Sasha Petraske) in downtown Los Angeles. At Tales of the Cocktail 2012, THE VARNISH won the award for Best American Cocktail Bar and was a finalist for the World's Best Bar award. In 2013 and 2014, THE VARNISH received a James Beard nomination for Outstanding Bar Program and was a 2013 Tales of the Cocktail finalist for the World's Best Bar award. Eric was also a finalist for the 2013 Tales of the Cocktail Best American Bartender Award and a finalist for the same award in 2012. The Varnish has also switched to Mineragua, and we are currently working on some new collaborations.



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THE BON VIVANTS COCKTAIL, HOSPITALITY, MARKETING AND DESIGN FIRM

The Bon Vivants is a nationally recognized cocktail, hospitality, marketing, and design firm that started 5 years ago.

They have also recently been put on the short list for a James Beard Award (similar to the Oscars for the restaurant industry) for their Outstanding Bar Program at the Trick Dog in San Francisco



Jarritos is sponsoring the following 5 cocktail events with The Bon Vivants: SXSW in Austin, Manhattan Cocktail Classic in New York, Tales of the Cocktails in New Orleans, Portland Cocktail week, and Art Basel in Miami

Trendy
Bar



Mex-it Up!™

Down Town
Los Angeles

CASEY'S IS DROPPING BADOIT AND CHANGING TO JARRITOS MINERAGUA.

Casey's in DTLA is a 46 year old Irish Pub sponsored by Jameson. It has yearly attendance of 178,000 patrons. Both Mineragua as a mixer and stand alone beverage is being served here along with the Jarritos Paloma.



Trendy
Bar



Mex-it Up!™

Down Town
Los Angeles

COLES REPLACED BADOIT BOTTLED WATER FOR MINERAGUA.

Coles established in 1908 is credited as the birthplace of the French Dip. Yearly attendance: 240,000 patrons. They serve the Jarritos Paloma, and we are currently testing a new drink called the radler. Beer & Jarritos Grapefruit. It could become the DTLA beverage of the Summer... They currently sell 34 cases a month!



Trendy
Bar



Mex-it Up!™

Down Town
Los Angeles

LAS PERLAS MEZCAL BAR

LAS PERLAS is LA's Best Selection of Tequila, Mezcal and Craft Margaritas and Palomas. Jarritos sponsors 2 live music events per week enjoy presence of a Jarritos mural in the lounge area. Las Perlas serves over 800 Palomas made with Jarritos a month!

INFO MEZCAL FAQ DRINK MENU PHOTOS GIFT CERTIFICATES CONTACT

LAS PERLAS
MEZCAL Y CERVEZA

**107 EAST 6TH STREET
DOWNTOWN LA 90014**

BAR HOURS
MONDAY TO FRIDAY
6:00PM – 2:00AM

SATURDAY TO SUNDAY
8:00PM – 2:00AM

**MARGARITA HOUR: Monday
-Friday 6PM-8PM**
\$5 Margaritas
\$5 Paloma's
\$5 Shot of Tequila
\$3 Tecate

M D MAP

FREE LIVE MUSIC
BY PARTNERSHIP WITH

Trendy
Bar



Mex-it Up!™

Down Town
Los Angeles

THE VARNISH ALSO SWITCH TO MINERAGUA

More than award winning crafty Cocktails, The Varnish offers patrons a memorable experience. The atmosphere is amazing, the decor and lighting really gives you the feeling that you have stepped back into the past. Prohibition area. The Varnish makes you feel like you have time traveled, the moment you open the door to this bar/lounge with their vintage décor, including an old-fashioned cash register and telephone! This hideout offers a "speakeasy" atmosphere, and the cocktail selection offered here are delicious and different. We are proud that bar tenders chose our Mineragua club soda for its clean crisp taste and perfect carbonation



Trendy
Bar



Mex-it Up!™

Down Town
Los Angeles

PELLICOLA PIZZERIA is adding Jarritos to its menu

Now that downtown L.A. (not all of L.A., just downtown) has been dubbed "America's Next Great City," it deserves more great pizza. Enter Pellicola Pizzeria at 8th and Hill streets, serving crisp, thin-crust pies marrying New York and Neapolitan styles. You can enjoy freshly made pizza till 2.30 am and now pair it with an ice cold Jarritos.

We are looking at branding the take-out pizza box



Tricolore and Nutella pies

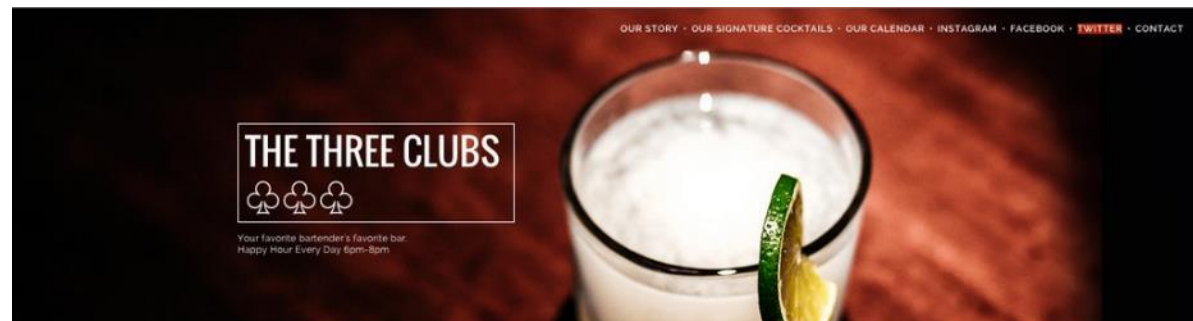
Trendy
Bar



Mex-it Up!™

Hollywood

THE 24 YEAR OLD “THE THREE CLUBS” IN HOLLYWOOD JUST ADDED THE JARRITOS PALOMA TO THEIR MENU.



2/6/15, 9:43 PM

Hey Ceaser. I want to thank you for your generous support of our Super Bowl party... It was really nice of you... And the Jarritos Paloma's Are a hit and we're keeping on the Menu... :)



The Three Clubs, is a cocktail lounge, a destination for live performances, and a longtime Hollywood establishment

Trendy
Bar



Mex-it Up![™]

Pasadena

ESCUELA AND LA OTRA ESCUELA ON THE WEST SIDE HAVE EXTENDED THEIR JARRITOS LINE & THE NEWEST ESCUELA IN PASADENA WAS RECENTLY REVIEWED.



Trendy
Bar



Mex-it Up!™

San
Francisco

PADRECITO SAN FRANCISCO IS NOW MAKING PALOMAS WITH JARRITOS TORONJA.



Padrecito is a seasonal, and sensational mexican restaurant in the heart of San Francisco's Cole Valley neighborhood. They strive to create a community atmosphere while serving prideful culinary creations and libations utilizing seasonal ingredients. Their 80 in house tequilas and mezcals create the base of their cocktail menu while bourbon, rum and other spirits make a tasteful appearance...

Trendy
Bar



Mex-it Up!™

Austin

HALF STEP (Austin)



Part of 213 group in Los Angeles (Las Perlas/Coles/Varnish/Seven Grand)
Half Step was one of the official SxSW venues we sponsored in Austin. The Jarritos Ginger Paloma that was on tap was so successful it is now on the menu.

Trendy
Bar



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New York

TEQUILA PARK AT HUDSON HOTEL (New York)



Tequila Park brings the popular beer hall and burger joint south of the border with “Common” and “Uncommon” Mexican eats, paired with fresh fruit margaritas and ice-cold Mexican beer, and serves over 40 varieties of world-class tequila as well as a dozen top quality mezcals. Tequila Park's “Taco Shack” will dish out tacos in the expansive 1,500 square-foot outdoor space. Park-side music performances will be featured on select evenings. Jarritos is part of their Cocktail Menu and is sponsoring a few of their exciting events

Trendy
Bar



Mex-it Up!™

New York

MISTER H at MONDRIAN (Soho)

Discretely located within Mondrian SoHo is also Mister H, a visionary nightlife space inspired by old New York, Soho's neighboring Chinatown surroundings, and the willful wit of a fictional man. Jarritos is part of their Cocktail Program



Trendy
Bar



Mex-it Up!™

New York

EL ORIGINAL (New York)

James Beard Award winner, Lisa Fain, and her team of native Texans bring you El Original; traditionalist Tex-Mex comfort food inspired by seven generations of Texas family roots as well as sub-regional cult favorites and standards. The El-O beverage program is heritage-crafted to match by the trusted Tippling Brothers, which includes a cocktail using Jarritos.



El Gato en Boots: Dulce Vida blanco tequila, Montenegro amaro, fresh lime, fresh cantaloupe, Jarritos Mandarina soda

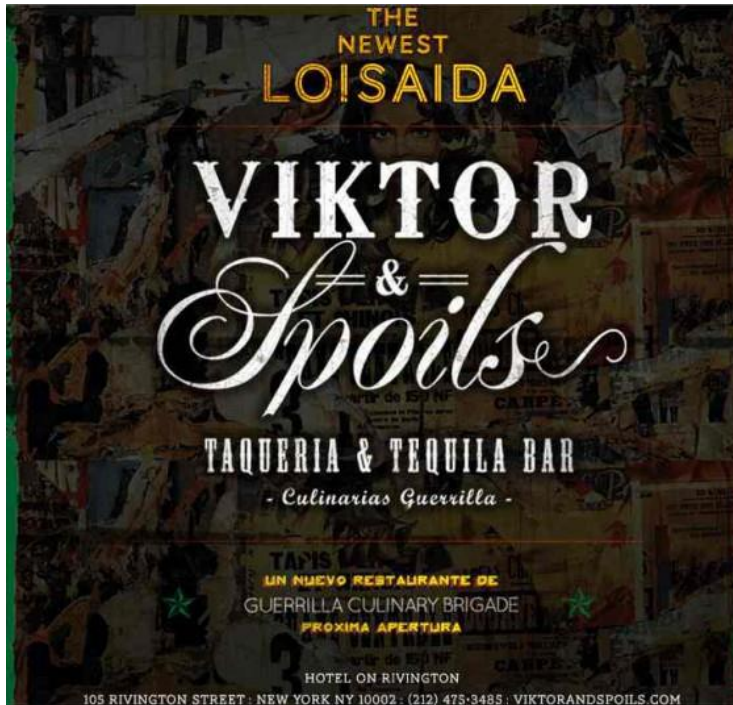
Trendy
Bar



Mex-it Up!™

New York

VIKTOR AND SPOILS (New York) Taqueria and Tequila bar



Located in Hotel on Rivington in New York, Viktor and Spoils is an exclusive late night lounge serving world class tequilas and mezcals by some of the best bartenders this side of the Rio Grande. . Featuring a full bar, the beverage program at Viktor and Spoils is focused on high quality handcrafted cocktails utilizing seasonal ingredients and a unique selection of tequilas and mezcals.

Cocktail
Event



Mex-it Up!™

San
Francisco

GOLDEN STATE OF COCKTAILS CONFERENCE! SAN FRANCISCO PREVIEW



200+ Bar influencers & Mixologists from around the country attended this 3 day event in San Francisco. Jarritos Mineragua was used as a mixer and various other flavors as a standalone refreshment. Established new connections with hospitality industry movers & shakers, and solidified existing relationships.

Cocktail
Event



Mex-it Up!™

San Diego

GOLDEN STATE OF COCKTAILS CONFERENCE! SAN DIEGO PREVIEW



300+ Bar influencers & Mixologists attended. Mineragua, Torongja, and Jarritos Mexican Cola were all crowd pleasers! At one point the owner had to pull bottles from his private collection!

Cocktail
Event



Mex-it Up!™

Los Angeles

GOLDEN STATE OF COCKTAILS CONFERENCE! LOS ANGELES



Jarritos gained valuable placement as a mixer and primary non-alcoholic beverage across much of the festival. There were chilled bottles and additional cases of several flavors available at the Los Angeles Athletic Club each day of the conference. Brands including The 86 Company, Bon Vivants and Pernod-Ricard requested product for their nighttime events as well. As a result, Jarritos was in the hands of a wide variety of industry members.

<https://www.youtube.com/watch?v=7kD1JcGqP6k>

<https://www.youtube.com/watch?t=13&v=R-L79Qlybmo>

<https://www.youtube.com/watch?t=21&v=WkWeqh7VhcE>

Cocktail
Event



Mex-it Up![™]

Austin

SOUTH BY SOUTH WEST

Jarritos Ginger Paloma was the #1
Cocktail at both official SxSW venues!

4,200 Jarritos Ginger Palomas were
served, over 100 acts performed, and
20,000 people walked into both
venues!

The Jarritos Mandarin
Golf Cart was the
official transport for
VIP's and product.



Cocktail
Event



Mex-it Up![™]

San Diego

BARTENDERS WEEKEND



bartenders weekend

San Diego, California

See you next year!

90+ Bartenders from California hit San Diego for 7 days. We had product at every bar event, and plastic bottles in the 24hr bus that drove 50 influencers to Baja and back.

Cocktail
Event



Mex-it Up!™

New York

MINI GOLF @ Hudson Hotel Manhattan (co-sponsored by Jarritos)



- <http://www.urbandaddy.com/nyc/leisure/34314/putt-putt-park-a-miniaturized-golfing-course-at-hudson-new-york-new-york-city-nyc-event>
- <http://www.bbook.com/hot-new-hotel-amenity-putt-putt-golf/>
- <http://www.timeout.com/newyork/blog/hudson-hotel-is-opening-an-awesome-mini-golf-course-on-their-outdoor-patio>



DID YOU SCORE?

POST 1 & PICTURE ON INSTAGRAM AND TAG @HUDSONHOTEL #PUTTPUTTPARK FOR 50% OFF YOUR SEXY PLAY

HOLE	PAR	PLAYER 1	PLAYER 2	PLAYER 3	PLAYER 4	PLAYER 5	PLAYER 6
1	3						
2	3						
3	4						
4	3						
5	4						
6	3						
7	4						
8	3						
9	1						
TOTAL	28						



Cocktail
Event



Mex-it Up!™

Santa
Monica

LATIN FOOD FEST (Sponsor for the 3rd time) LOS ANGELES

¡LATIN FOOD FEST!



- The Latin Food Fest Grande Tasting featured 100 different vendors. It celebrates all that Latin America has to offer by way of cuisine and culture. The event had everything from restaurants to chefs to food and drink retailers.
- Jarritos had great placement, getting us great brand awareness with our Refresco Truck, over 5 branded companies, Jarritos bikes, Jarritos mask and VIP bar.
- Many attendees loved the Jarritos set up and took pictures with the bikes and Jarritos mask. The demographic aligned with Jarritos' perfectly and everyone was interested in learning about our brand, as well as our different mixed drinks.
- Jarritos was definitely the most seen brand at the event and caught everyone's attention with our bright colors, unique activation and delicious drinks.
- 7,800 people attended over the three days and 4,600 for the Grande Tasting, up 26% from the 2014 San Diego tasting and up 100% from the 2013 tasting. 78 Percent of the attendees.

AGE

21-24 - 26%
25-34 - 30%
35-44 - 21%
45-54 - 16%

GENDER

Male 46%
Female 55=4%

ETHNICITY

Hispanic 68%
Gen Market 32%

Cocktail
Event



Mex-it Up!™

Santa
Monica



¡LATIN FOOD FEST!



Cocktail
Event

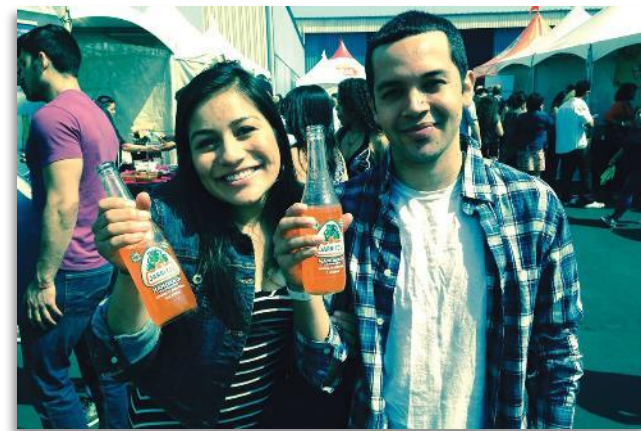


Mex-it Up!™

Santa
Monica



¡LATIN FOOD FEST!





Mex-it Up!tm

UPCOMING KEY EVENTS

MONTH	LOCATION	EVENT
April	Coachella both weekends	LAS PERLAS VIP GARDEN – SERVING PALOMAS
April	San Diego	Best of the best Cocktails competition
April	NYC	Bar opening featuring Tad Carducci's menu
April	Austin	Austin Food & Wine Marriot tent event with Tad C.
May	Chicago	National Restaurant Association trade show
May	Chicago	Cinco De Mayo – Lalo's
May	Chicago	Tad C. book event at Double A Lounge Bar
May	New York	Manhattan Cocktail Classic
June	Astoria OR	Goonies 30 th anniversary product in kind donation
June	Austin	Texas Tiki Week
June	Galveston	Texas Tequila and Margarita Festival
June	Puerto Rico	Cane Camp (To be confirmed)
July	New Orleans	Tales of the Cocktails Tad C. & Bov Vivants