



AVIÓN
TEQUILA

TEQUILA AVION

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595 MADISON AVENUE, 8TH FLOOR, NEW YORK, NY 10022



TEQUILA AVIÓN™ LAUNCHES AVIÓN ESPRESSO

Blending the World's Best Tasting Tequila with Fine, Italian Espresso

New York, NY – March 12, 2013 – Tequila Avión® is excited to announce the launch of Avión Espresso Liqueur, which is rolling out in the USA nationwide this month. Avión Espresso combines Avión Silver Tequila, voted World's Best Tasting Tequila at the 2012 San Francisco World Spirits Competition, with fine Italian espresso, creating an ultra-premium, ultra-smooth espresso liqueur unlike anything on the market.

Catering to consumers' rapidly growing love for espresso, Avión Espresso provides a lively way to elevate the entertaining, dining and nightlife experience. Currently, millions of Americans drink espresso-based specialty coffee beverages daily, indicating that espresso is quickly becoming the sophisticated beverage of choice.

Ken Austin, Founder and Chairman of Tequila Avión, said, "People who know me understand I am a 'tequila purist.' With Avion Espresso, we decided to have some fun, break the traditional tequila rules and do something unexpected with our pure, super high-end tequila brand. To me, it was critical not to cut corners and to use only the highest quality ingredients including Avión Silver Tequila and fine Italian Espresso. What we have accomplished with our team in Mexico is the creation of a special liquid and a beautiful bottle."

Bryan Fry, President and CEO of Pernod Ricard USA, said, "Tequila Avión is a 'rockstar brand' within the Pernod Ricard USA portfolio and has quickly become a bartender and consumer favorite. The growth trend we see with Avión is similar to some of the most iconic brands that were built with similar principles of quality, innovation and excellence. The Pernod Ricard team and our distributors are passionate about Avión and we look forward to the launch of Avión Espresso."

Avión Espresso has a touch of sweetness and a clean dry finish. It is 70 proof and is available in 750ml bottles (SRP - \$24.99) and, coming shortly, 375ml bottles (SRP - \$13.99). It can be enjoyed as a chilled shot, over ice or in a variety of cocktails, such as:



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Avión Irish Espresso

1.5 parts Avión Espresso

1.5 parts Jameson Irish Whiskey

Pour ingredients into a rocks glass over ice. Stir.

Avión Iced Espresso

1 part Avión Espresso

1 part Italian Espresso

1 part soda water

Pour ingredients into a high ball glass over ice. Stir. Serve with or without milk. Garnish with espresso beans.

Tequila Avión has enjoyed exponential growth and is the fastest growing ultra-premium tequila in the worldⁱⁱ. At the 2012 San Francisco World Spirits Competition, Avión was voted Best Tasting Unaged White Spirit and Best Tasting Tequila in the World.

For further information on Tequila Avión, or to locate bars, clubs, restaurants and liquor stores that sell, stock, or carry Tequila Avión, please visit TequilaAvion.com or email Info@TequilaAvion.com. Fans can also follow Tequila Avión on Facebook at www.facebook.com/TequilaAvion or on Twitter [@TequilaAvion](https://twitter.com/TequilaAvion).

About Tequila Avión:

Tequila Avión® is the ultra-premium tequila that defines a new standard of quality and taste. Produced with fifth generation agave growers from the finest Blue Weber agave found in the highest regions of Jalisco, Mexico, Tequila Avión's distinct flavors are achieved through a combination of slow-roasting at lower temperatures to protect the natural flavors of the Avión Agave and a proprietary ultra-slow filtration process which creates an unusually smooth taste profile. Tequila Avión is available in Silver, Reposado and Añejo and now Avión Espresso Liqueur. Avión was named Best Tasting Unaged White Spirit and Best Tasting Tequila in the World at the 2012 San Francisco World Spirits Competition. In July 2011, Pernod Ricard (RI:EN Paris), the world's co-leader in wines and spirits, took a minority interest in Tequila Avión, in addition to receiving worldwide distribution rights. For further information, or to locate bars, clubs, restaurants and liquor stores that sell, stock, or carry Tequila Avión, please visit TequilaAvion.com. Fans can also follow Tequila Avión on Facebook at facebook.com/TequilaAvion or on Twitter [@TequilaAvion](https://twitter.com/TequilaAvion). Please drink Tequila Avion responsibly.

About Pernod Ricard USA®:

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA, which employs more than 18,000 people worldwide and is listed on the NYSE Euronext exchange (Ticker: RI).

The company's leading spirits and wines include such prestigious brands as Absolut® Vodka, Chivas Regal® Scotch Whisky, The Glenlivet® Single Malt Scotch Whisky, Jameson® Irish Whiskey, Malibu®, Kahlúa® Liqueur, Beefeater® Gin, Plymouth™ Gin, Seagram's Extra Dry Gin®, Martell® Cognac, Hiram Walker® Liqueurs, Pernod®, Ricard® and Avión™ Tequila (through a joint venture with Tequila Avión); such superior wines as Jacob's Creek® and



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Brancott Estate®; and such exquisite champagnes and sparkling wines as Perrier-Jouët® Champagne, G.H. Mumm™ Champagne and Mumm Napa® sparkling wines. Pernod Ricard USA is based in New York City and Purchase, New York, and has roughly 850 employees across the country. Pernod Ricard USA urges all adults to consume its products responsibly and has an active campaign to promote responsible drinking. For more information on this, please visit: www.acceptresponsibility.org.

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ⁱ Source: National Coffee Drinking Trends 2012

ⁱⁱ Nielsen 2012