



#### PRIVATE LABEL/ BRANDING



CHOOSE

TEQUILA QUALITY
BOX(AND CONFIGURATIONS)
LABEL
PRESENTATION
AMONG OTHERS

SO YOU CAN FOCUS
ON THE IMAGE OF YOUR BRAND
AND WE WILL TAKE CARE OFFERING YOU
THE BEST TEQUILA THAT MEETS YOUR UNIQUE TASTE.



#### PRIVATE LABEL/ BRANDING

WE CAN DELIVER A PRODUCT ACCORDING YOUR NEEDS APPLYING YOUR DESIGN AND BRAND CONCEPT, SO THIS PRODUCT PLENTY IDENTIFY WITH YOUR BUSINESS.

YOU CAN ALMOST SELECT EVERY DETAIL OF THE PRODUCT FROM THE BOTTLE.

#### USING SCHEMES WE CAN OFFER

**EXCEPTIONAL PRICES** 

WE CAN DEVELOP A SPECIAL BLEND FOR YOUR PRODUCT OR YOU CAN SELECT FROM BETWEEN OUR FINEST PRODUCTS.

CREATE MORE AWARENESS OF YOUR BRAND.

YOU CAN ALMOST SELECT EVERY DETAIL OF THE PRODUCT FROM THE BOTTLE



# BRAND DEVELOPED BY LA COFRADÍA FOR OTHER CLIENTS



# BRANDS WHICH SUPPORT OUR BRANDING SERVICES









































IN ORDER TO CONTINUE THE PROCESS WE MUST SIGN THE CONTRACT FOR THE SERVICE, THIS DOCUMENT DECLARES THE PARTIES RESPONSIBLE AND IS BASED ON

#### LA COFRADÍA

THE PRODUCER WILL MANUFACTURE THE PRODUCT (S) UNDER THE BRAND OUR CUSTOMER REQUEST GICING US A LICENSE TO USE THE NAME, LOGO, COLORS, DESIGN AND ANY OTHER REGISTER INFORMATION RELATED TO THE CUSTOMER BRAND, WITH PLENTY UNDERSTANDING THAT "LA COFRADÍA" IS NOT ALLOW TO REPRODUCE ANY PRODUCT OF THE CUSTOMER BRAND WITHOUT AUTHOTIZATION FROM THE OWNER.

#### THE CUSTOMER

AGREES TO NOT MODIFY IN ANYWAY THE PRODUCT PRODUCE AND BOTTLED BY LA COFRADÍA

THIS CONTRACT WILL BE SUMMITED TO THE AUTHORITIES AND WILL BE GRANTED AFTER 6-8 WEEKS

ANYTIME YOU CAN REQUEST THIS CONTRACT TO READ IT OR ASK FOR LEGAL ADVICE

# BEGINS

#### **SELECTING THE BOTTLE**

LA COFRADIA WILL PROVIDE YOU A CATALOG FOR THE BOTTLES
THAT WE MANAGE WITH OUR SUPPLIERS, SO YOU CAN SELESCT
SHAPE AND COLOR ALSO WE CAN PROVIDE THE POSSIBILITY TO
CREATE YOUR OWN BOTTLE THAT MATCHES EVERY ASPECT OF YOUR BRAND.





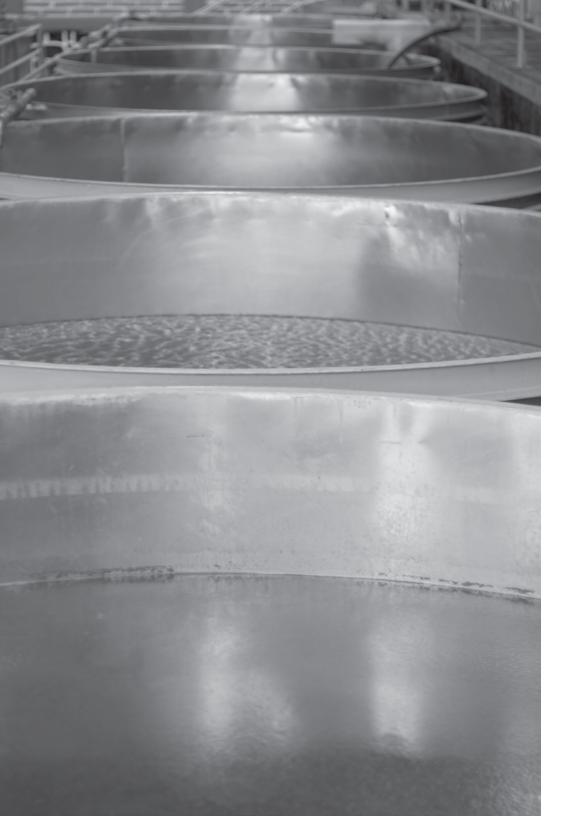
COFRADÍA CAN RECOMMEND SOME SUPPLIERS OPTIONS FOR THIS BUT..

WE STRONGLY RECOMMEND, USE YOUR OWN RELIABLE SOURCE OR

SUPPLIER FOR THE BRAND DESIGN(LABELS, PROMOS, BANNERS, ETC)

# WHAT COFRADIA DO

LOOK FOR A RELIABLE SUPPLIER ACCORDING TO YOUT LABEL NEEDS, WHERE THE LABELS CAN BE PRODUCED AND YOU CAN HAVE DIRECT CONTACT YO YOUR SUPPLIER.





### TEQUILA PROFILE

IN LA COFRADÍA WE ARE TRULY PROUD OF OUT MAESTRO TEQUILERO "MR.CARLOS HERNÁNDEZ" WHO WILL BE THE RESPONSIBLE FOR DELIVER THE TEQUILA PROFILE THAT MEETS THE TASTE AND COLOR THAT YOU DESIRE

# CONTRUCT YOUR OWN TASTE/AROMA/SENSATION/COLOR OF YOUR OWN TEQUILA .

SAMPLE OF A TEQUILA YOU MIGHT LIKE OR WANT TO IMPROVE.

WE RECEIVE THE SAMPLE, IN 1 WEEK

WE PROVIDE WITH YOUR NEW FLAVOR.

WE RECEIVE FEEDBACK FROM THE SAMPLE,

IF IT IS NOT OPTIMAL. WE FIX THOSE LITTLE

DETAILS IN ORDER TO MAKE THE PROFILE

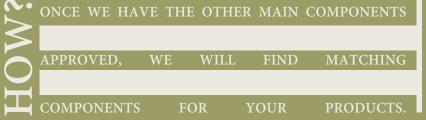
PERFECT FOR YOU AND YOUR CUSTOMERS.

WE FINALLY APPROVE THE SAMPLE; ONE

WILL BE KEPT BY YOU AND ANOTHER ONE

IN OUR COMPANY AS BACK UP SAMPLE.





#### REMAINING ITEMS

FOR THE REMAINING COMPONENTS OR GOODS

A COFRADÍA EXECUTIVE WILL HELP THE

PROCESS OF CHOOSING THE RIGHT SUPPLIERS.

#### SPECIAL TOP OR DESIGNED CARTONS?

THIS WILL BE UPON REQUEST, IF YOU WOULD LIKE TO ADD SOME SPECIAL TOP TO YOUR BOTTLE OR A DESIGN TO YOUR CASE. THIS WILL BE CONSULTED WITH YOUR ACCOUNT EXECUTIVE.

# STOCK & PRODUCTION

THE PROCEDURE TO MANUFACTURE YOUR OWN BRAND HAS THESE IMPORTANT SPECIAL NOTES









PURCHASE OF GOODS WILL BE RESPONSIBILITY FROM THE CLIENT, AN EXCLUSIVE FULLY TRAINED WILL HELP YOU IN THOSE RESPONSIBILITIES.

ALL STOCK LEFT FROM PRODUCTION WILL BE KEPT INTO OUR FACTORY WAREHOUSE WITH NO CHARGE.

YOUR COMPANY WILL BE NOTIFIED WITH THE STOCK LEFT IN OUR COMPANY AFTER EACH PRODUCTION OF YOUR PRIVATE BRAND.

# **IMPORTS**



FOR IMPORTS, IF YOUR COMPANY DOESN'T HAVE AN ALCOHOL IMPORT PERMIT: +EUA AND CANADA: WE WILL CONTACT WITH PROPER IMPORTER IN THE AREA. +EUROPE: COFRADÍA CAN MAKE THE IMPORTATION TO SPAIN, LATER ON MOVED TO FINAL DESTINATION. +FOR OTHER COUNTRIES/REGIONS: WE COUNT WITH A 25 COUNTRY DISTRIBUTION, THEREFORE WE WILL TRY TO CONTACT WITH CLOSEST IMPORTER TO YOUR AREA.

# TOOCOMPLEX?

## REQUIREMENTS CONTRACT

BRAND INFORMATION (NAME,LOGO,COLORS)

WE MUST SIGN THE CO-RESPONSIBILITY CONTRACT.

LABELS

THE ARTWORK WILL BE COMPLETELY FREE.

THERE WILL BE SOME REGULATORY POINTS WE MUST APPLY

TO THE LABEL BEFORE IT IS FINISH FOR PRODUCTION.

**ACDR-DORADOS EXAMPLE** 

#### THIS SERVICE IS VERY SIMPLE, YOU SELECT ONE OF OUR LINE PRODUCT AND WE CUSTOMIZE FOR YOUR BUSINESS

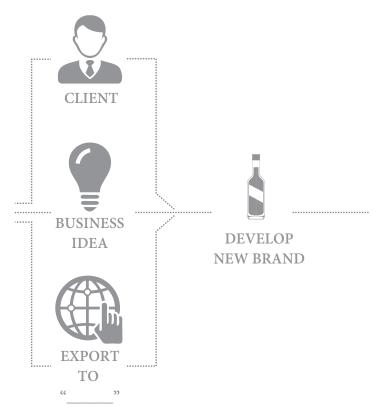
# ADVANTAGES FAST TRACK "PRIVATE LABEL"

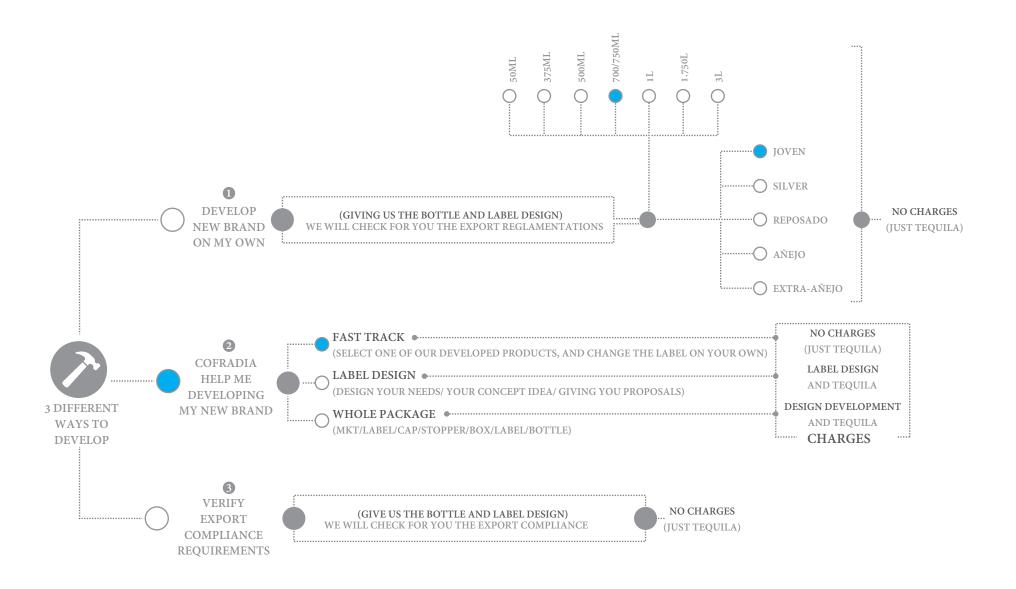


BRAND NAME
BOTTLE
TOP
SHRINKS
TEQUILA
CARTONS

CONTRACT DESIGN







#### SUCCESSFULL BUSINESS CASE







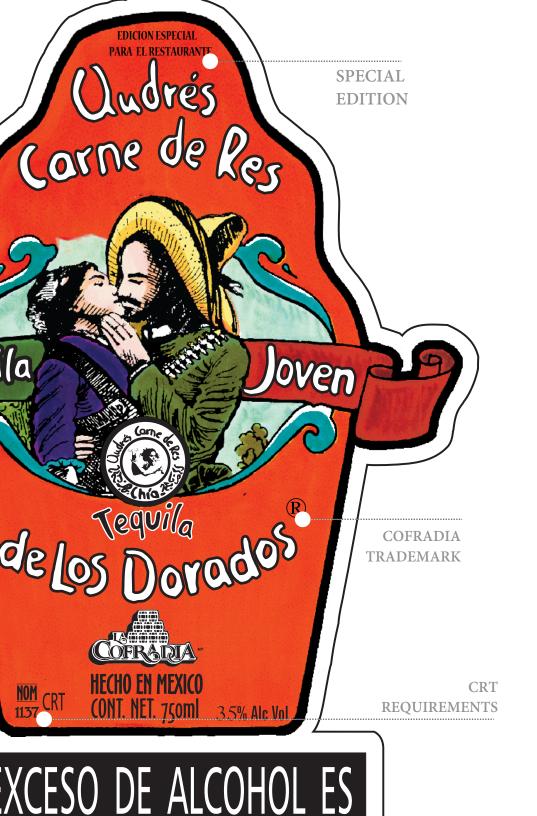
"RESTAURANT" "DE LOS DORADOS" "COLOMBIA" CLIENT WAS SELECTED EXPORT

#### THEY DEVELOP THEIR PRIVATE LABEL

THE LABEL WAS MODIFIED ACCORDING THEIR BUSINESS NEEDS









# FOR THIS SERVICE NOTHING IS MODIFIED FROM THE PRODUCT BESIDES THE LABEL





