



# Brand Summary

## 2021



**Renowned and uniquely one-of-a-kind, AGA•VIE Esprit d'Agave is a spirit unlike any other. Created from a distillation of Weber Blue Agave & Cognac.**

We begin the process by carefully selecting a delectable Blanco Tequila in the highlands of Jalisco, Mexico, which are then moved to Cognac, France where it is blended with a fine young Cognac from the Charantes Valley and essenced with natural Madagascar Vanilla & Valencia Orange before being distilled a final time.

The last distillation will remove any coloring from the Cognac and leaves us with a crystal clear spirit not unlike Mexico's popular Blanco Tequilas.

AGA•VIE is a spirit unlike any other. The marriage of Agave & Cognac produce a smoothness and a complex flavor. The harshness and edge that is common with most agave spirits does not exist at all in this fine distillation.





94 Points. A delectable, groundbreaking spirit that blends premium Blanco Tequila with lush, young Cognac.

- Tasting Panel Magazine



**TASTING NOTES:** Premium Agave Spirit from Mexico blended with young Cognac from the Charantes region of France to create a velvety, medium-bodied bouquet of oranges, vanilla, and baking spices.

**AROMA:** Agave, Sweet Blackberry, Lilacs, Gardenia

**TASTE:** Agave, Pastry, Pineapple-Mango, Blood Orange Zest

**FINISH:** Cognac, Orange Cream



**AGA·VIE™**

ESPRIT D'AGAVE

## KEY SELLING POINTS:

- Versatile spirit, moving from margaritas to martinis to French 75 Champagne cocktails.
- Strong, cunning Agave Spirit that is 40% ABV in a 6-Pack Case.
- Specialty Spirit straddles two historically strong spirits categories Tequila & Cognac.
- Exceptionally smooth and flavorful spirit can be enjoyed on its own or mixes well with other ingredients.
- “Badge Brand Potential” trading up over traditional Agave Spirits (Tequila, Mezcal, Sotol, Bacanora, Raicilla, Pox, etc.)





# Brand Technical Data:

**PRODUCT PROCESS:** Agave Spirits, Cognac, and other ingredients blended together and redistilled to create a 40% ABV Clear Specialty Spirit.

## PRODUCTION SOURCES:

Agave Spirit (Unaged) - Jalisco, MX Highlands.

Cognac - Fins Bois from Ugni Blanc grapes.

Organic Agave Syrup - Mexico

Natural Madagascar Vanilla

Natural Valencia Orange

**Production & Bottling:** Merpins, Cognac, France

**Available Sizes:** 750 ML / 700 ML / 6 Pack



Case Length = 11.02 Inches  
Case Width = 7.44 Inches  
Case Height = 10.47 Inches  
Case Weight = 24.91 Pounds  
Palletization = 100 c/s per pallet  
Cases per layer = 20 c/s  
Layers per pallet = 5 layers

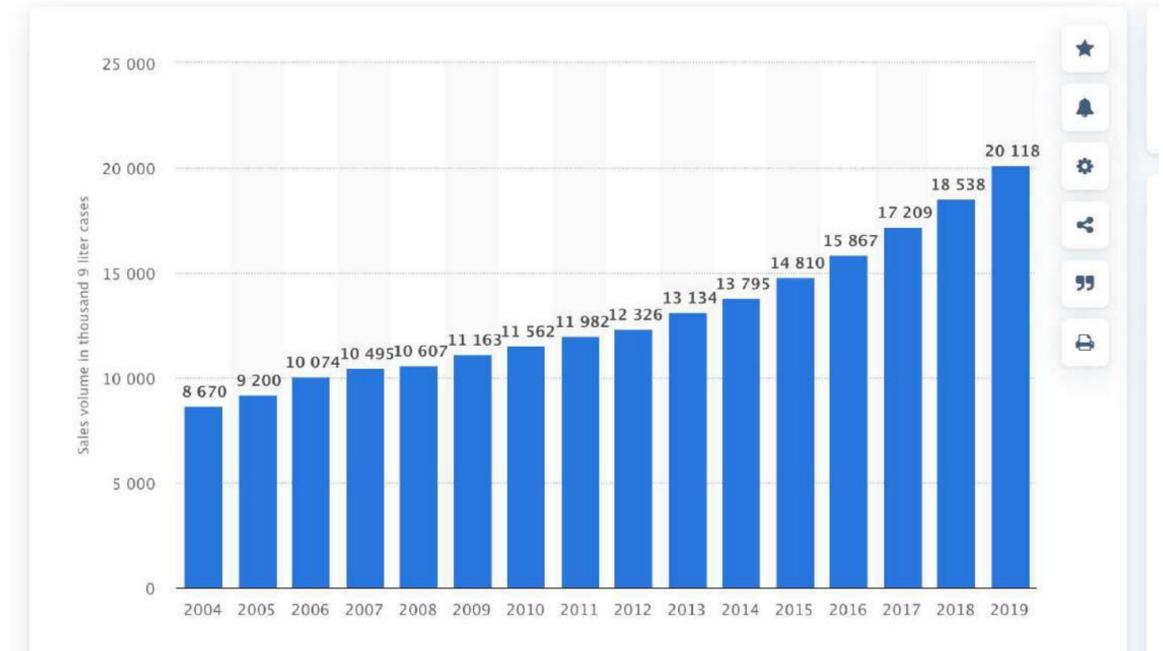


# Agave Spirits on the move + Cognac remains a player

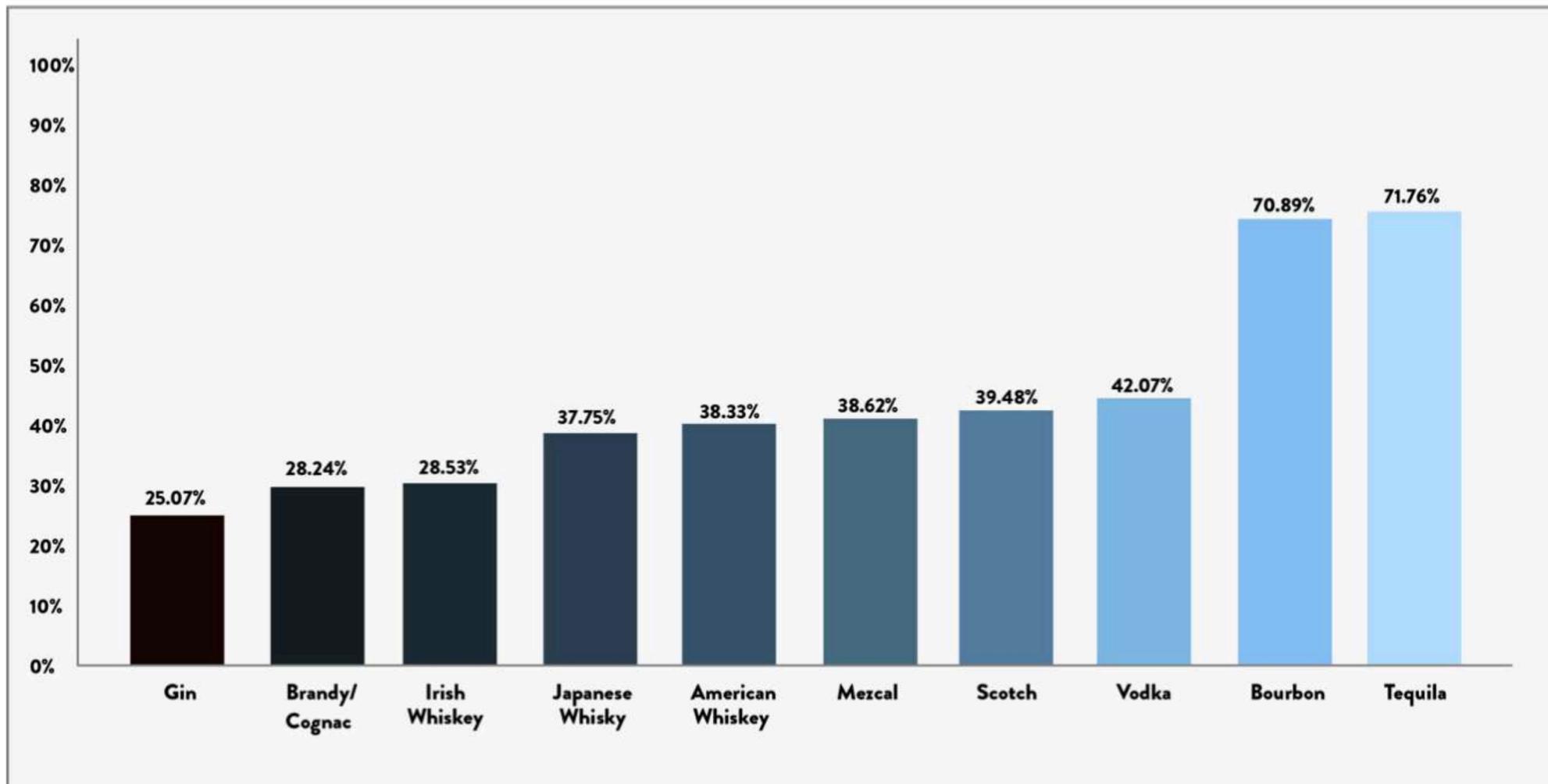
AGA•VIE straddles BOTH of these “WORKHORSE” categories

(\*data sources: Drizly BevAlc Report / DISCUS)

Sales volume of tequila in the United States from 2004 to 2019  
(in 1,000 9 liter cases)



## Off Premise Performance by Category:



### Tequila / Mezcal - 2020

- Up 12.4 %
- Reaching \$3.4 billion
- Mezcal surpassed \$100 million USA sales
- For the first time totaling \$105 million
- 20.1 million cases / \$3.4 billion

### Cognac /Brandy - 2020

- 15.1 million cases
- \$2.68 billion

# Product Competitive Set



**MAESTRO DOBEL**  
"DIAMOND":  
Ultra-Premium, Luxury, Aged Tequilas are filtered to produce clear product.



**CORZO:**  
Ultra-Premium, Modern Package creates luxury Tequila experience.



**St. Germain:**  
Premium, Authentic, French, old world hand crafted liqueur, lower alcohol very popular in cocktails.



**Tantéo:**  
Ultra-Premium 100% Agave Flavored Tequila with three varieties: Cocoa, Jalapeño, and Tropical.



**HPNOTIQ:**  
Premium, product of France. One of the first brands to merge other spirits (vodka) with Cognac and flavors.

**AGA•VIE** - Capitalizes on the popularity of both Tequilas & Cognacs. French Cache. Luxury Experience. Strong Brand Association.



# Current Distribution within USA

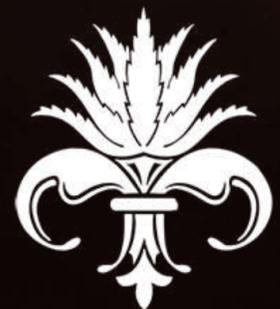


- California** - Direct to Retail (Park Street Imports)
- Arizona** - CREO COMERCIIUM, INC.
- Texas** - United Wine & Spirits
- Kansas** - Vinterigrity
- Missouri** - Vinteigrity
- Louisiana** - International Wine & Spirits
- Minnesota** - Breakthru Beverage
- Wisconsin** - M. Shiraz / Krush Wine & Spirits
- Michigan** - Great Lakes Distribution
- Illinois** - Romano Beverage Company
- Kentucky** - Heritage Wine & Spirits
- Rhode Island** - Mancini / Rhode Island Distribution
- Florida** - Direct to Retail (Park Street Imports)



VINTEGRITY





AGA·VIE™

ESPRIT D'AGAVE

*Cocktails*



**Make ANY drink. Make EVERY drink.**

Using AGA•VIE as a base spirit or even a modifier, our 80 Proof Spirit has the ability to transform any cocktail into something unique and all its own.

Try our BABLOT Cocktail inspired by the classic SIDECAR made with AGA•VIE, Cognac, & Lemon Juice.



**AGA•VIE**<sup>™</sup>  
ESPRIT D'AGAVE





# Le Paloma

## INGREDIENTS

1 1/2 oz. AGA•VIE

Kosher salt



GLASS  
Highball

1 1/2 oz. Grapefruit Juice



GARNISH  
Grapefruit wedge

1 1/2 oz. Club Soda

1/2 oz. Fresh Lime Juice

## PREPARATION

Pour kosher salt onto a small plate. Rub rim of glass with grapefruit wedge and dip the rim in salt. Combine the grapefruit juice, lime juice and AGA•VIE in glass, cover with ice and top off with club soda.

**Please check our web site & social channels for a current and growing database of cocktails.**

[www.AGAVIE.com](http://www.AGAVIE.com)

# AGA•VIE in the CITY

## INGREDIENTS

1 1/2 oz. AGA•VIE



GLASS  
Martini

1 1/2 oz. cranberry juice



GARNISH  
Lime wedge

1/2 oz. lime juice

## PREPARATION

Shake and serve in martini glass.

Please check our web site & social channels for a current and growing database of cocktails.

[www.AGAVIE.com](http://www.AGAVIE.com)



# On-Premise Action

In 2021, we will continuously add quality ON-PREMISE accounts with, brand features, cocktail menu placements, social media engagements.



## EL MATADOR

Proudly Pours  
AGA-VIE Tequila & Cognac!

### The SKINNY-VIE

made with  
AGA-VIE Tequila & Cognac Spirit  
and Fresh Lime Juice

THAT'S IT!  
No need for syrups or liqueurs  
with this very simple,  
very refreshing, and very TASTY  
Margarita Cocktail.



AGA-VIE  
ESPRIT D'AGAVE  
Agave & Cognac

FULL STRENGTH - HYBRID SPIRIT  
80 PROOF

PRODUCT OF FRANCE



#AGAVIE #AGA\_VIE  
#AGAVECOGNAC



# Off-Premise Strategy:

- **Who:** Liquor, chain & independent Grocery, Club Stores
- **Where:** Tequila section, top shelf
  - Cordials / Cognacs section if tequila is not an option, eye level, next to tequila section
- **Price:** \$39.99-\$45.99 suggested retail price
- **Programming:** 3-case displays, Tastings



- Beverage
- Ventures
- Incorporated

# The AGA•VIE Team:



**Beverage Ventures, Inc. (BVI)** was established by father and son team – Roy and Drew Hibbert. They had previously introduced Tequila Corralejo to the US market in the late 1990s at the beginning of the Tequila renaissance and today, this category has grown exponentially to become the second largest distilled spirits category after Vodka. They and a partner built the distribution and sales of the brand to 25,000 annual cases and were able to sell off the distribution rights to a larger company. Tequila Corralejo has grown significantly since the sale and currently 100,000+ cases are sold annually in the US.



## **Roy Hibbert – Co-Founder & Board Chairman**

Mr. Hibbert is a highly experienced, sales, marketing and design executive with over 40 years participation and proven success in new product development and introduction, along with brand development at all levels of the U.S. Wines & Spirits Industry.

Mr. Hibbert was classically trained at Brown-Forman Distillers, with fourteen years as California Sales Manager and National Brand Director.

Mr. Hibbert is a specialist in the U.S. and International markets, and a hands-on, “working” consultant with expert knowledge and relationships with major importers and distributors. He has practical expertise in product ideas, formulation, packaging, pricing, positioning, government regulations, sales and marketing strategies.



## **Drew Hibbert – Co-Founder & President**

Mr. Hibbert is a 20 year spirits industry veteran with an extensive knowledge of bringing new brands to market and establishing national distribution agreements and strategies to deploy marketing and sales teams across those regions. As a founder of BevMex, he brought Tequila Corralejo to the US, building the market to over 25,000 cases and selling to a larger competitor. Today, Corralejo is a major brand selling over 100K cases annually (US). Additionally, Drew established key international markets for the product in Asia, Latin America and Europe, and has an extensive knowledge of the supply chain for Tequila globally. His deep knowledge of the luxury spirits markets in France and Europe led to the creation of Aga-Vie, which today is distilled in Cognac, France by a major international partner. The creative vision which led to the Aga-Vie product line is a reflection of his desire to build a new liqueur category which will reach a growing mass consumption demographic that is spreading globally in the flavored spirits category today.



# The AGA•VIE Team:



**BIBO Beverage Group, LLC** - is a collection of premium brands that offers high quality beverages under one portfolio. Our portfolio brands are recognized as the best in their category. We carefully vet and select each unique brand to ensure it adds value and relevance to our portfolio. Our selected Brands have a great story, quality packaging, competitive pricing and amazing juice.

## Terri White - Partner



Terri has over 30 years of significant experience in building brands and demonstrated success in Distributor Management and sales of Luxury Wines, Craft Spirits and Craft Beer from around the World, to the finest retailers and top restaurants across the U.S. Terri draws from her experience in creating a Promotional Marketing Department for a Multi-Unit, Multi-Million Dollar NYC Restaurant Group, helping to build Chicago's first ever in-house Marketing Department for one of Chicago's largest Distributor, along with holding positions in Multi-Regional Sales, National Sales, and National On-Premise Account Sales. She has an established network of Wine and Spirit Trade contacts throughout the United States, and a proven track record for launching and building of Wine and Spirits Brands.

Before joining forces with Mark Lester to create BIBO Beverage Group, Terri, a serial entrepreneur created two successful companies in the past 12 years. Virtus Wines Intl. dba Wheelhouse Libations and SIP Agency. When not spreading the Gospel according to BIBO, Terri enjoys time at the Ocean, doing Yoga, and giving back in her community.

## Mark Lester - Partner



While creating and developing Soul Premium Cachaca, Lester opened Sambar, a full-service restaurant/bar in Newport, RI. He was responsible for the management of all operations. This allowed Lester to obtain a firsthand knowledge of how the Wine and Spirits Industry works. Lester's career and understanding what it takes to create a brand began in 2002. A graduate of the University of South Carolina, he joined Viacom and soon became a top producer in the non-traditional revenue sector. His position within the firm allowed Lester to hone superb marketing skills that he would later use to build his own successful spirits business.

As Founder, Lester recognized the importance of offering consumers quality Premium beverage choices. Lester holds a Bachelor of Science degree in Business Administration with Majors in Finance and Management, specializing in International Business, University of South Carolina. In addition, Lester holds a vast knowledge of the ethnic market, having lived abroad and is fluent in Spanish and Portuguese. When not on the road, Lester enjoys time in Newport, RI and being on the water.

# Available Point of Sale items:



## Bar Cards



**COCKTAILS**

**AGA-TINI**  
(Classic Martini)  
Dry Vermouth  
3 oz Agave  
Shaken with a Lemon Twist

**FRENCH I**  
(Mai Tai Inspired)  
1 1/2 oz Agave  
2 Dashes Orange  
1 oz Oro Blanco  
3 Dashes Jamaica

**BABLÔT**  
(French Mexican)  
2 oz Agave 2 oz Fresh Lime Juice  
1/2 oz Grand Marnier Salt Lime Twist

**LE SANG**  
(The Blood)  
1 1/4 oz Agave 1/2 oz Blood Orange Juice  
1 oz Campari 1/2 oz Lillet Blanc  
Try it With and Without Sweet Vermouth

**TRANSCONTINENTAL**  
(The Road Well Travelled)  
1 oz Agave 2 oz Pink Grapefruit  
3/4 oz Aperol 1/4 oz Elderflower Syrup  
Shaken with a Grapefruit Twist

www.AGAVIE.com  
For orders or additional information:  
orders@agavie.com

40% ALC/VOL • Produced for Innovation Spirits, LLC  
Imported by The Wine Care Group, Huntington Beach, CA

## Sell Sheets Glossy

*Exceptional Elegance*

**AGA-VIE**  
ESPRIT D'AGAVE

Renowned and uniquely one of a kind.  
AGA-VIE Esprit d'Agave is a spirit unlike any other, created from a distillation of Weber Blue Agave and Cognac.

**tastingpanel**  
94 POINTS

**2022 SPIRITS AWARDS**  
SILVER

*A delectable, groundbreaking spirit that blends premium Blanco Tequila with lush, young Cognac.*  
- Tasting Panel Magazine

**PLEASE DRINK RESPONSIBLY**  
40% Alcohol by Volume - Product of France  
AGAVIE.COM

**AGA-VIE**  
ESPRIT D'AGAVE

The World's first and only spirit created from a distillation of Weber Blue Agave Spirit (Tequila) and Cognac. The name comes from the well known AGAVE plant and VIE which is "Life" in French.

We begin the process by carefully selecting the best un-aged agave spirits available in Mexico, which are then repositioned to Cognac, France where they are blended with Fine French Cognac and redistilled. The last distillation will remove any coloring introduced from the Cognac and leave us with a crystal clear spirit similar to Mexico's popular Blanco Tequilas.

AGA-VIE is a spirit unlike any other. The marriage of Agave & Cognac produce a smoothness and complex flavor. The harshness and edge that is common with Tequila does not exist at all with this luxury hybrid spirit.

**TASTING NOTES:**  
Premium Agave Spirit from Mexico distilled with young Cognac from France to create a velvety, medium-bodied bouquet of oranges, vanilla, and baking spices.

**AROMA:** Agave, Sweet Blackberry, Lilacs, Gardenia  
**TASTE:** Agave, Pastry, Pineapple-Mango, Blood Orange Zest  
**FINISH:** Cognac, Orange Cream

**KEY SELLING POINTS**

- Versatile spirit, moving from margaritas to martinis to French 75 Champagne cocktails.
- Smooth, standing alone on the rocks or add some heat with jalapeños to soften the sweet notes.
- Strong, cunning Agave spirit that is 40% ABV in a 6 Pack Case.

**RECENT MARKET DATA** (SOURCE: NIELSEN BEVERAGE ALCOHOL UPDATE - SEPTEMBER/OCTOBER 2020)

56%	56%	32%	+50%
TEQUILA	COGNAC	CORDIALS	ULTRA PREMIUM

**VIE-CARRÉ**  
1.5 Oz. AGAVIE  
0.75 Oz. Rye Whiskey  
0.5 Oz. Benedictine Liqueur (B & B)  
2 Dashes Peychauds Bitters  
2 Dashes Agnostura Bitters  
Serve Up

**AGAVIE.com**  
For orders or additional information: info@agavie.com  
Produced by Beverage Ventures, Inc.

# Available Point of Sale items:



## T-Shirts



## Tanks



## Baseball Hats



# Available Point of Sale items:

## Case Stack Cards



## Rocks Glass



## VAP Gift Packs (In Development)



# AGA•VIE New Digital Marketing Launched Q4 2020



 aga\_vie ...

 aga\_vie When life gives you lemons 🍋 IMMEDIATELY reach for a bottle of AGA•VIE.  
[www.Agavie.com](http://www.Agavie.com)

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# Join Us!

Beverage Ventures, Inc. has developed and brought to market an entirely unique, luxury distilled spirit which offers a drinking experience that is brand new and intriguing. Join us in partnership for the long term success with our innovative brand.



94 Points



- Beverage
- Ventures
- Incorporated