Don Perez de Tagle

HIS LEGACY CONTINUES IN THE REDEFINING ULTRA-PREMIUM TEQUILA

The Legacy and Founder's Vision

- COO, JAGI Holdings
- National Chairman, Alliance of Asian American Voters, USA
- President & CEO, IL International LLC
- Vice President for Global Outreach, Federation of Philippine American Chambers of Commerce
- President & Co-Founder, Filipino American Voice United
- Former HR Director, Hilton Hotel, Syracuse, NY, USA
- Strategic Business Economics, University of Asia and the Pacific
- International Relations, Syracuse University, NY, USA
- Faculty Experience, Syracuse University, NY, USA
- Columnist, "Flourish and Prosper" at INQUIRER.net USA
- Chairman Emeritus, The Way to Happiness Philippines
- Based in Los Angeles, California and the Philippines with strong global business networks and extensive experience bridging US-Philippine relations.

Historic Market Foundation

Reviving the Legacy of Tequila Excellence

In the 1600's, Don Pedro Sanches de Tagle y Perez revolutionized spirits by establishing the world's first commercial tequila distillery at Hacienda Cuisillos., thus earning the title "Padre del Tequila, Originale". His pioneering methods defined the modern tequila industry, transforming a regional drink into Mexico's most prestigious global export.

Today, Don Perez de Tagle Tequila, led by 19th-generation descendant Datu Jorge Perez de Tagle, bridges five centuries of heritage with modern luxury. Inspired with original family recipes and traditional methods, the collection embodies artisanal excellence and authenticity.

With tequila now the fastest-growing premium spirits category globally, Don Perez de Tagle Padre del Tequila Originale is poised to redefine the ultra-premium market, creating experiences that honor tradition while shaping the future of luxury.

Market Opportunity

- **Premium tequila segment growth: $12.73B (2023) to $21.79B (2028).**
- **11.1% CAGR, outpacing premium cognac.**
- **Rising demand in a lucrative and rapidly expanding market.**

Consumer and Cultural Drivers

- Demographic shift with Millennials and Gen Z wealth.
- Tequila as a new luxury status symbol.
- Craft cocktail culture sustaining demand.
- Cultural shifts create lasting demand.

Unique Selling Points – The Collection

- Blanco, Reposado, Añejo, and "1600 Legacy" Limited Edition.
- Limited production for exclusivity, aligning with ultra-premium positioning.
- Rare aging techniques and crystal decanters for "1600 Legacy."
- Competitive edge through exclusivity and luxury appeal.

Competitive Advantage – Heritage and Innovation

Go-to-Market Strategy

- **Phase I (2025):** Launch in top 25 luxury venues, Michelin-star exclusives.
- **Phase II (2025-2026):** Enter key global luxury markets, targeting Asian collectors.
- **Investor Insight:** High visibility in influential markets, supporting premium pricing and brand positioning.

Investment Opportunity Overview

- **Series A Parameters:**
- **Raise Amount: $5,000,000.**
- **Pre-Money Valuation: $25M.**
- **Post-Money Valuation:** $200M.
- **Equity Offered: 20%.**

Capital Allocation Strategy

- **Production Excellence:** $2.5M for top-quality distillation and bottling.
- **Brand Elevation:** $1.5M for luxury brand positioning and marketing.
- **Operational Infrastructure:** $1M for building scalability.
- **Investor Insight:** Transparent fund allocation focused on growth and quality.

Investment Highlights and Exit Potential

Key Benefits to Investors:

Authentic heritage and first-mover advantage in the ultra-premium segment.

Brand equity with strong growth trajectory.

Clear exit path through acquisition potential with large luxury spirits firms.

Unique Selling Points: Premium position in fastest-growing spirits segment.

Reserve Your Place

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