ARACELI MARIGOLD LIQUEUR

BRAND INTRODUCTION

ARACELI
MARIGOLD LIQUEUR
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35% ALC BY VOL (70 PROOF)

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INTRODUCING ARACELI MARIGOLD LIQUEUR

Araceli Marigold Liqueur is the world's very first marigold liqueur of its kind and pays tribute to the centuries old Hispanic holiday tradition *El Día de los Muertos*, a celebration of love, joy and remembrance.

Araceli (Spanish for "Altar Of Heaven") was inspired and created to honor the sacred *Cempazúchitl* Marigold, known as *Flor de Muerto*. The bright orange marigold blooms on the hillsides of Mexico in October and November and plays a significant role in *El Día de los Muertos* festivities. Stunning displays of marigolds are used in abundance to decorate elaborate statues, altars, crosses, garlands, clothing, gardens, pathways, and walkways throughout the celebration. The scent of the sacred marigold flower is said to guide spirits in finding their way back, to join sweet, light hearted family gatherings honoring them.

Handcrafted with love, Araceli Marigold Liqueur captures the essence of the sacred marigold flowers grown in Mexico. Seductively smooth and exquisitely balanced, Araceli Marigold Liqueur offers a unique bouquet of delicate complex flavors that are rich, floral and fragrant. Araceli Liqueur (35% ABV 750ml) delivers a wonderful blending of marigold, premium spirits, and a special blend of natural ingredients that create Araceli's one-of-a-kind distinctive flavor.

Araceli Marigold Liqueur offers endless possibilities for both the professional and at home mixologist. Araceli tastes amazing on the rocks or can be mixed with: tequila, vodka, rum, bourbon, mezcal or gin to create a wide variety of easy to prepare cocktails. Experience Araceli's signature cocktails such as the *Araceli Marigold Margarita*, *Araceli Marigold Martini*, *Araceli Horchata*, *Araceli Chocolate Beso*, *Araceli La Catrina,* and more. Araceli is also a delicious addition to desserts and sauces. It's wonderful in every way!

Equally stunning and eye catching is the custom label artwork that adorns the beautiful Araceli bottle. Designed and painted by world renowned artist Sonia V, Araceli's signature artwork depicts a beautiful woman named Araceli. Adorned in traditional *Día de los Muertos* sugar skull face paint, rosary beads, traditional Mexican clothing and beautiful orange marigold flowers highlighting her hair, Araceli embdies the heart and soul of Araceli Marigold Liqueur.

A uniquely delicious spirit, Araceli Marigold Liqueur celebrates Hispanic culture, the mystic beauty of the marigold flower, and the love of people.

For more information, visit www.araceliliqueur.com, and connect with @AraceliMarigoldLiqueur on Instagram, Twitter and Facebook.

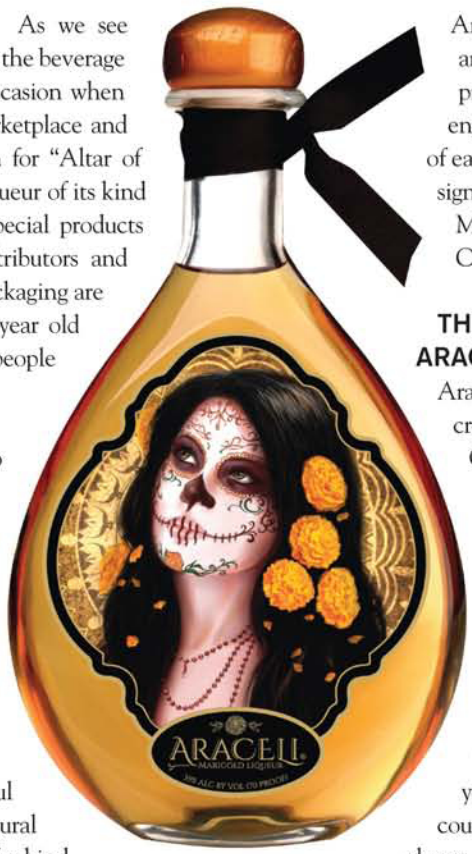
ARACELI® MARIGOLD LIQUEUR

CAPTURING THE MAGIC OF EL DÍA DE LOS MUERTOS

Araceli Marigold Liqueur is a show-stopper. As we see hundreds of new brands that are introduced into the beverage marketplace each year, it is a positively rare occasion when a product stands alone in an overcrowded marketplace and truly connects with people. Araceli (Spanish for "Altar of Heaven") Liqueur, is the very first Marigold Liqueur of its kind in the world. It is one of those eminently special products that beverage suppliers, brand marketers, distributors and retailers thrive for. The Araceli product and packaging are absolutely gorgeous, and the distinctive 3000 year old story behind the brand intimately connects people with this unique and exceptional product.

Araceli Liqueur was inspired and created to honor The Sacred Marigold Flower, which is one of the most significant symbols of the centuries old Hispanic Holiday Tradition, El Día de Los Muertos; A celebration of love, joy and remembrance.

Handmade in small batches, Araceli Marigold Liqueur (70 proof), offers a unique bouquet of delicate complex flavors that are bright, floral and fragrant. Araceli Liqueur is a wonderful blending of marigold richness and opulent natural ingredients that create Araceli's unique one-of-a-kind distinctive flavor.



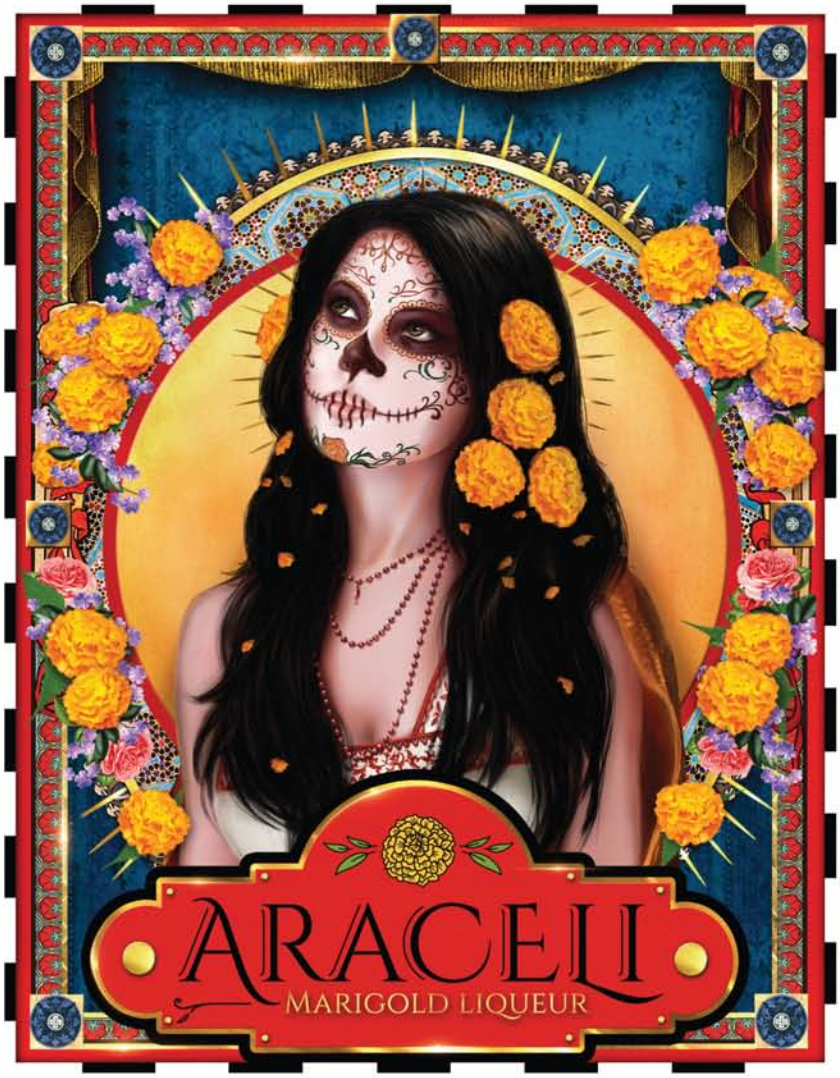
Araceli Marigold Liqueur is effortless to use and offers endless possibilities for both the professional and at home consumer. It can be enjoyed straight, on the rocks, or in a variety of easy to prepare cocktails. Experience Araceli's signature cocktails such as the Araceli Marigold Margarita, Araceli Marigold Martini, Araceli Chocolate Beso (kiss), and much more.

THE CONVERSATION WITH VICTORIA ARACELI VANN

Araceli Marigold Liqueur was envisioned and created by Victoria Araceli Vann; Editor-in-Chief, Beverage Industry News Magazine (BIN), host for Drink Style Media and Ambassador for the United States Beer, Wine and Spirits Industry.

HOW DID ARACELI SPIRITS, LLC GET STARTED?

Victoria Araceli Vann: After having worked in the beverage industry for 20 plus years, I've had the opportunity to work with countless of wine, spirit and beer brands but I've always been fascinated with the Hispanic, Latin celebration El Día de los Muertos, or The Day of The



Dead, so I wanted to create a product that represented and honored the beauty of this centuries old tradition. Rather than just choosing to place a Día de los Muertos inspired label on a tequila, wine or beer bottle, I wanted something much more meaningful that truly honored the love of people and life, which is what El Día de los Muertos is all about.

The Marigold flower is a significant symbol used throughout Día de los Muertos celebrations and it was my inspiration for Araceli Marigold Liqueur. The flower pays tribute to both Día de los Muertos, and the Sacred Marigold, as it is considered by many cultures. Araceli is unique in every sense of the word. There isn't anything else like it at all, and it is quite extraordinary. My company Araceli Spirits, LLC., was created to launch Araceli Marigold Liqueur along with several other products that I will be introducing later this year.

HOW DID YOU CREATE THE FORMULA FOR ARACELI?

Victoria: The Araceli formula took a considerable amount of time to perfect. After much trial and error, we finally found the perfect blend for the brand. Unlike most other liqueurs, Araceli isn't overly sweet, and it doesn't need to be mixed with anything additional to enjoy it. Personally, my favorite way to enjoy Araceli is on the rocks, as it is seductively smooth and beautifully balanced, all on its own.

WHAT WAS THE CREATIVE PROCESS THAT WENT INTO YOUR LABEL DESIGN?

Victoria: In creating the label for Araceli Marigold Liqueur, there were several elements involved. First of all, the label required exceptional artwork that captured the beauty of Día de los Muertos and the beautiful, Sacred Marigold Flower along with it's majestic, breathtaking color and design, and secondly, I wanted the label to be as substantial as possible and also emulate a high quality, descriptive piece of artwork.

I specifically custom designed the bottle to allow for an acceptable amount of room on the front of the bottle to embrace the over-sized label artwork characterizing what I had envisioned, and I do believe that I've succeeded in achieving my goal, as the Araceli packaging is simply stunning!

THE PACKAGING TRULY IS REMARKABLE. HOW HAS IT BEEN RECEIVED?

Victoria: The brand is still in its infancy stage and although while still brand new, we've had nothing but positive reviews and feedback from distributors, retailers and consumers alike. We have found that people are automatically visually drawn to the packaging and want a bottle of Araceli Marigold Liqueur albeit without sampling it first! It's just that special!

SO ARACELI HAS MADE A STRONG EARLY IMPRESSION IN A CROWDED AND COMPETITIVE SPIRITS INDUSTRY?

Victoria: Given that the product is currently being introduced throughout the western part of the country, it has been magnificently embraced with countless orders accumulating, and the initial response has been overwhelming. We've been receiving phone calls and emails from retailers, consumers and distributors from across the country in fact, and moreover globally, which is an extremely rare feat in the beverage industry these days, exceeding all our expectations, and then some which needless to say, we're all quite pleased about.

Visit www.araceliliqueur.com for product information, drink recipes, and merchandise featuring the label's exceptional artwork, and follow this monumental brand on social media today.

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ARACELI MARIGOLD LIQUEUR - THE BRAND

Product - Araceli Marigold Liqueur
35% ABV 750ml
Size - 750ml, 6 bottles per case
Price & Segment $39.99, Super Premium
Handcrafted in Mexico

Tasting Notes: Exceptionally smooth and exquisitely balanced, Araceli Marigold Liqueur offers a unique bouquet of delicate complex flavors that are rich, floral and fragrant. Araceli Liqueur delivers a wonderful blending of marigold, premium spirits and a special blend of natural ingredients that create Araceli's one-of-a-kind distinctive flavor.

Drink Strategy - Enjoy on the rocks or as the perfect mixing spirit for premium signature cocktails, such as the: *Araceli Marigold Margarita, Araceli Marigold Martini, Araceli Horchata, Araceli La Catrina,* etc. Araceli mixes with: tequila, vodka, bourbon, mezcal, gin and rum.

Placement - On-Premise
- Premium upscale venues
- Introduce the Araceli Marigold Margarita
- Secure cocktail menus and drink promotions
- Visible back bar placement with premium liqueurs
- Drive brand awareness with unique POS materials
- Engage train and educate bartenders

Placement - Off-Premise
- High volume accounts in focus markets
- Visibility and proper top shelf placement
- Front counter to drive impulse purchase
- Educate store management and team
- Drive brand awareness with POS materials

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ARACELI MARIGOLD LIQUEUR - BRAND POSITIONING

Brand Vision - To become a leading product in the premium liqueur category and turn the *Marigold Margarita* into a household name.

Brand Positioning - Araceli Marigold Liqueur connects with people and is one of the most unique products ever created. From the liquid to the packaging to the brand story, Araceli connects with people.

Who will be drinking Araceli? Consumers that enjoy sipping spirits on the rocks, margaritas, martinis and cocktails alike.

Why will consumers drink Araceli? Araceli is one-of-a-kind product that truly connect with people of all ages. As Araceli is such a versatile product, consumers can enjoy Araceli in so many more ways than traditional liqueurs, As the only product of its kind, Araceli stands alone in an overcrowded beverage marketplace.

Why will consumers find Araceli interesting? *El Día de los Muertos* has become a national phenomenon and Araceli Liqueur presents consumers with an opportunity to celebrate throughout the year. Araceli is one of the most authentic products to ever be introduced and consumers are intrigued by the brand.

Target Consumers:
- Men & women 21+
- Margarita, martini and spirit cocktail drinkers
- People who enjoy cooking (Araceli desserts)
- Appreciation of Hispanic culture
- Anyone named Araceli

Where:
- Bars, restaurants, clubs and events
- Mexican restaurants with full liquor licenses
- Retail stores and chains
- Online retail stores

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Market Support: Point Of Sale Materials

Sell Sheet

Table Tent

Case Card

Araceli Drink Cards

Araceli Shelf Talker

Araceli Promo Shirts & Hat

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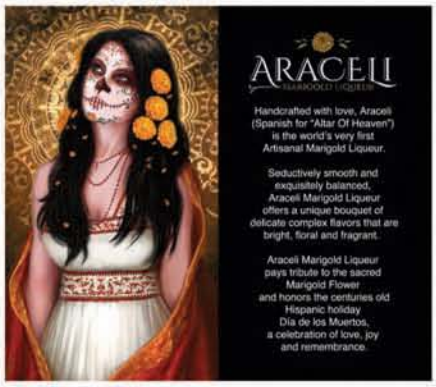
MARKET SUPPORT: POINT OF SALE MATERIALS

Poster

Hang Tag

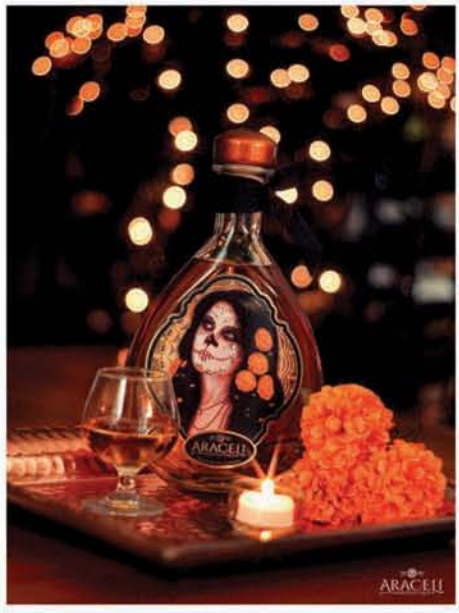


Coaster

Araceli T-Shirt Collection

Araceli Canvas

Araceli T-Shirt Collection



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ABOUT DÍA DE LOS MUERTOS

Día de los Muertos (Day of the Dead), is a traditional holiday celebrated throughout Mexico, and is acknowledged in other cultures throughout the world on November 1st and 2nd. The holiday focuses on the gathering of family and friends to remember and honor beloved ancestors, family members, and friends who have died. It is an ancient and enduring ritual where the living commune with the dead – a mystical night when the veil is lifted between the two realms and they may share a day together. In celebration, beautiful altars are created in homes and public spaces featuring marigold flowers, sugar skulls, favorite foods, photos, drinks (most notably liquor), and personal significant mementos of the deceased.

The sacred "Flower of the Dead" Marigold is an important floral feature on colorful altars built by families to celebrate the unique details of their beloved deceased family member's life. It is believed that spirits of the dead visit the living during the celebration. The sacred marigold flowers guide spirits of the deceased to the colorful altars by following the flowers' fragrant scent. On the eve of *Día de los Muertos* families often gather in cemeteries around altars of their loved ones. Music bands play music, vendors sell merchandise, and all at once the cemeteries become a place of community, reverence and celebration.

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The historical roots of *El Día de los Muertos* date back to native Mexico for more than 3,000 years. Throughout each period in Mexican culture, death seems to hold no terror. In Mexican art, legends, and religion, death has not been a mysterious and fearful presence but a realistic recognizable character, as much a part of life as life itself. *El Día de los Muertos* expresses this perspective: It is not a mournful commemoration but a happy and colorful celebration where death takes on a lively, friendly expression, and is not frightening or strange. There is no place for sorrow or weeping for this could be interpreted as discourteous to the spirits of deceased family members of whom are cheerfully visiting with the living. In Mexican culture particularly, it is believed that life and death are part of the same linear process. Birth leads into life, and life leads to death. Join the ends of the process and the cycle of life is created.

In present-day Mexico, *El Día de los Muertos* is a rapidly changing tradition. Each November the festivities and artisanal work attract a myriad of tourists and visitors to Mexico, and with each year the holiday is becoming more commercialized. Celebrations in general are now more festive and much more like a holiday rather than exclusively a holy day. Once observed largely by people of Mexican heritage, *El Día de los Muertos* is quickly flourishing in the United States throughout a mainstream audience. From museums to dolls, to an animated Disney Movie currently in production, *El Día de los Muertos* has expanded far beyond the Latino community. Many cities across the United States have seen observances swell as people of other cultures are celebrating the event for the very first time, along with having a newfound appreciation for this centuries old celebration.

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THE SACRED MARIGOLD FLOWER

Across the world the marigold flower holds powerful symbolism, and it has become a part of many cultural celebrations throughout its painted history. In the 1500s, Spanish traders carried the humble marigold seed to Europe, then later to Africa. Through breeding programs, the exuberant cheerful marigold, or as it is surprisingly known as "20 flowers or 20 petals" evolved to be perhaps better known as "The African Marigold", and "The French Marigold", and annuals are grown in gardens around the world. The traditional *Cempazúchitl* Marigold known as *Flor de Muerto*, is a large bright orange marigold that blooms on the hillsides of Mexico, particularly in the Central and Southern regions in October and November. It is believed that during the traditional celebration *El Día de los Muertos*, the spirits of the dead are guided by the marigold's pungent scent to visit with the living during the celebration, feasting on their favorite foods, joining in the sweet, light hearted family gatherings honoring them. The flowers' bright vibrant orange or yellow hues symbolize the sun's rays and are arranged to light pathways, adorn crosses, and decorate *offrendas*, or home altars.

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The Sacred Marigold is an important floral feature on colorful altars built by families to celebrate the unique details of their beloved family member's life. Altars are also designed to guide spirits to join the *El Día de los Muertos* family festivities. Traditional altars contain candles, photographs, trinkets of significance, memorabilia, favorite foods, favorite liquor and beverages.

Altar remembrances often celebrate the life of the departed by exhibiting what they loved in life -- their profession, community, family, hobbies, and even pets. Those on this side of "the veil of life" are reminded that they too will one day pass to the other side where deceased relatives' spirits now reside. Throughout Mexico, The United States, and numerous countries around the world, families often gather in cemeteries, at special community events, and at the grave sites of their dearly departed to honor their loved ones and celebrate the significance of their legacies.

The English name "Marigold" originates from the Virgin Mary, and the beautiful golden color known as ("Mary's Gold") was revered by the Aztecs in Mexico. It was wildly used in religious ceremonies. The Aztecs also utilized the marigold as a medicinal plant, and considered the brilliant flower to contain magical properties.

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