

TEQUILA

**ELTEQUILEÑO**<sup>®</sup>

**ANA LAURA PINO • EL TEQUILEÑO PARTIAL PDF PORTFOLIO**

# EXTRA AÑEJO PHOTO-SHOOT

Mood board • Art and Creative Direction • Shot list • Execution.



# POS MARKETING MATERIAL AND CAMPAIGNS

Ideation • Conceptualization • Print and Web Design.



## TEQUILA BRAND OF THE YEAR 2024



TEQUILA  
**ELTEQUILEÑO**  
PLATINUM  
BLANCO

Agave 100%  
Categoría  
Aguardiente  
Alcohol 40%  
Categoría  
Aguardiente  
Alcohol 40%

TEQUILA  
**ELTEQUILEÑO**

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## TEQUILA BRAND OF THE YEAR 2024



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## TEQUILABRAND OF THE YEAR 2024



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# COCKTAIL BOOK (DIGITAL FLIP BOOK)

Ideation • Conceptualization • Design • Setup



# EXTRA AÑEJO BOOKLET

Ideation • Conceptualization • Design • Creative Direction





# BRAND PRESENTATION TEMPLATE (POWERPOINT)

## Design and Setup




### THREE GENERATIONS

Even decades after its origin, the tradition of quality, integrity and authenticity continues under the watchful eye of Jorge Salles Cuervo's eldest grandson and our Master Distiller, Antonio Salles, who is carrying on his family's legacy. Every drop a celebration of passion and heritage.

ANTONIO "TONY" SALLES  
MASTER DISTILLER  
EL TEQUILENO

2023 INTERNATIONAL SPIRITS CHALLENGE AGAVE PRODUCER OF THE YEAR  
2021 SPIRITS BUSINESS GRAND SPIRIT MASTERS  
2021 SPIRITS BUSINESS SPECIAL COMMEMORATION



### TEQUILA EXPERIENCE

El Tequila has created an award-winning destination retreat on the scenic grounds of our working distillery in the town of Tequila.

The perfect venue for trade visits, corporate retreats or staff training, Casa Salles is Approved Program Provider of the WINE & SPIRITS EDUCATION TRUST.


[CLICK HERE FOR VIDEO](#)

### OUR AUTHENTICITY

The home of El Tequila is in the historical quarters of Tequila, Jalisco. Although there are over 2,000 different brands of tequila, El Tequila is one of only a handful of brands that is exclusively produced at its own distillery. We have been crafting tequila since 1959 in the same place, using the same process, and the same attention to craft and quality. More importantly, no other tequila has ever been produced at our distillery.

NOM 1108  
NORMA OFICIAL MEXICANA

[CLICK HERE FOR VIDEO](#)



### OUR QUALITY

**HIGHLAND AGAVE**  
We source only the finest Blue Weber Agave from the highlands of Jalisco.

**VOLCANIC SPRING WATER**  
One of four distillers that use mineral-rich natural volcanic spring water from the Volcán de Tequila.

**COPPER POT STILLS**  
Twice-distilled in copper pot stills to accentuate natural flavors.

**OPEN TANK FERMENTATION**  
Natural fermentation influenced by 150-year-old mango trees for superior aroma and taste.

[CLICK HERE FOR VIDEO](#)

# BRAND PORTALS AND BACK-END

Design • Organization / Structure • Setup

My Brandfolders ▾ Support ▾ English (EN) ▾ Hi, Ana ▾

## MEXICO'S BEST KEPT SECRET® DISTRIBUTOR PORTAL

Welcome to the El Tequilaño Portal for Distributors. Here you have access to all the assets and resources you'll need.

**El Tequilaño Brand Assets**  
CLICK HERE TO ACCESS MAIN PAGE WITH ALL ASSETS

**Logos & Icons**  
Logo and Icon Vector and Image files

**Brand Books and Guidelines**  
Brand book, story book, and color palette

**Individual Expression Sell-sheets**  
2024 Individual Sell-sheet PDF for US, CAN, MX, EU, and ROW.

**General Brand Imagery**  
General El Tequilaño Brand Imagery

**Tasting Mats**  
Up to Date Tasting Mats

**Presentations & Templates**  
PDF presentations, booklets and templates.

**Additional Links**

- Website
- Brand Book
- Cocktail Book
- Instagram
- Youtube
- Casa Salles Website
- Casa Salles Brochure

- All Expressions Sell-sheets**  
Group Sell-sheets PDF for US, CAN, MX, EU, and ROW.
- Cocktail Photoshoot 2024**  
Most recent cocktail photos
- Marketing Campaigns & POS**
- Bottle Shots**  
Bottle Shots (US, CAN, EU, ROW)
- Brand Videos**  
Promotional and Informational Videos
- Brand Fonts**  
Brand font files
- General Brand Imagery**  
General El Tequilaño Brand Imagery
- Tasting Mats**  
Up to Date Tasting Mats
- Presentations & Templates**  
PDF presentations, booklets and templates.



# TRADE SHOW BOOTHS AND EVENTS DAY OF THE DEAD AT FAIRMONT BANFF SPRINGS

Mood board • Creative Direction • Event Planning • Execution





# TRADE SHOW BOOTHS AND EVENTS RMW&FF AT BMO CENTER

Mood board • Creative Direction • Event Planning • Execution

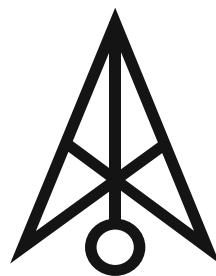




# TRADE SHOW BOOTHS AND EVENTS THE GATHERING AT FAIRMONT BANFF SPRINGS

Mood board • Creative Direction • Event Planning • Execution





M O S T R E C E N T

W E B P O R T F O L I O

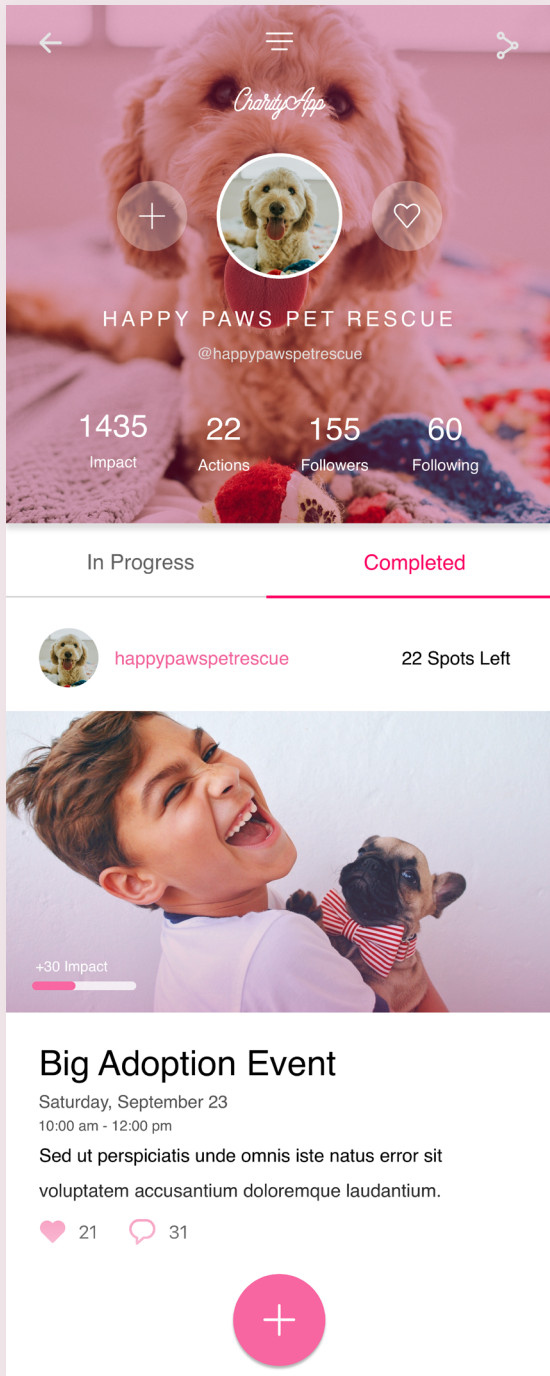
A N A L A U R A P I N O



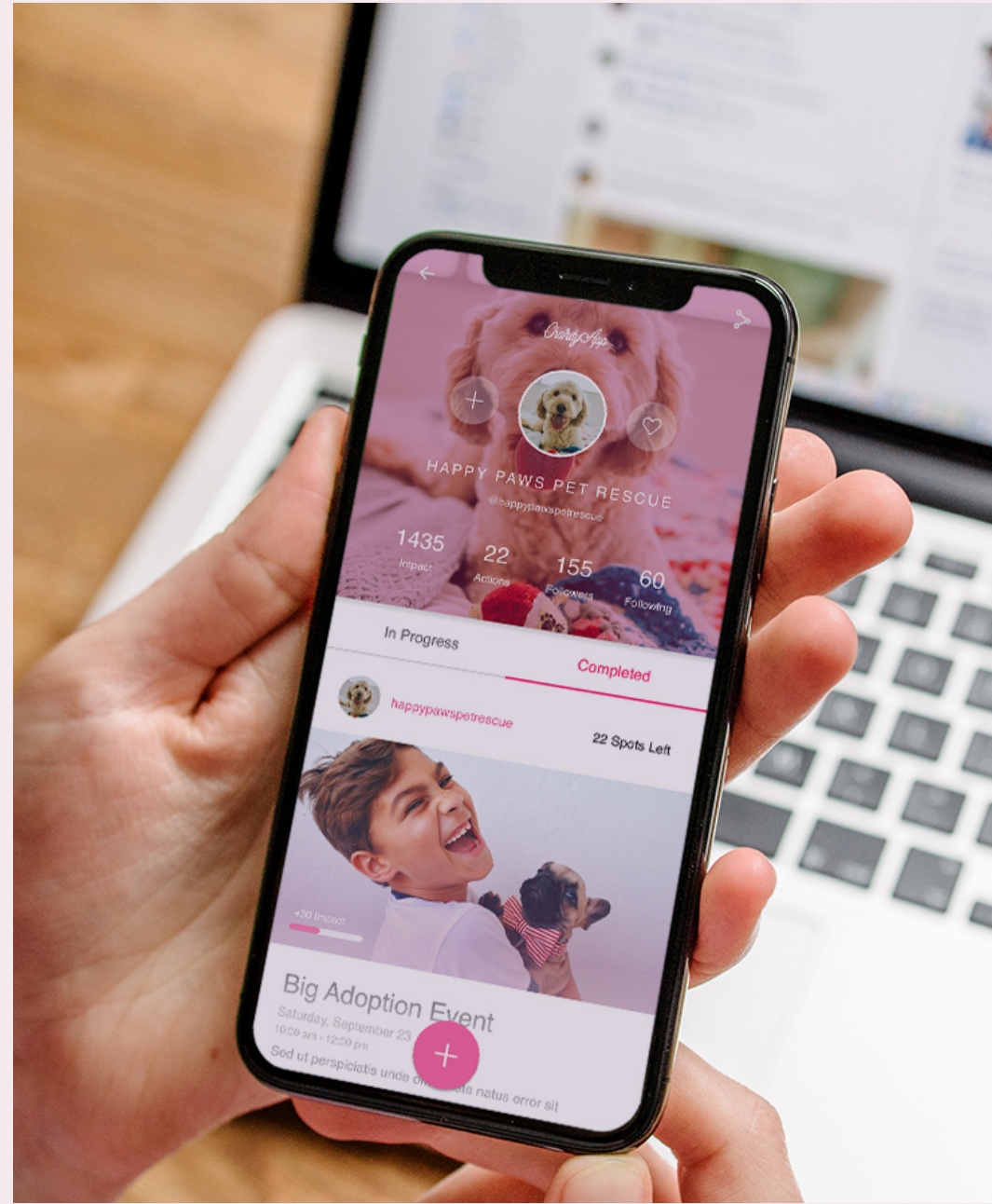
# EXTRA AÑEJO PHOTO-SHOOT

Mood board • Art and Creative Direction • Shot list • Execution.

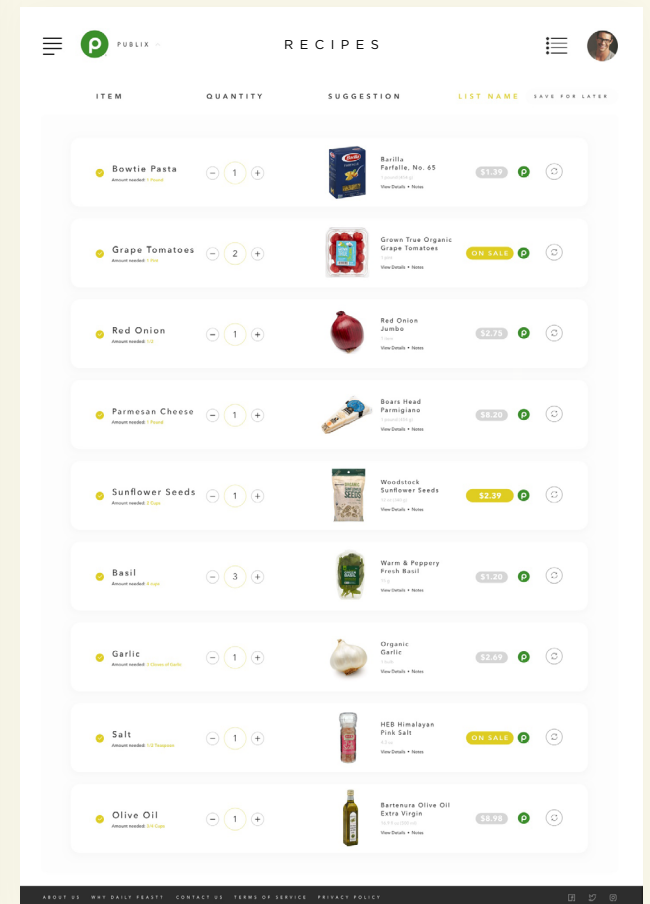
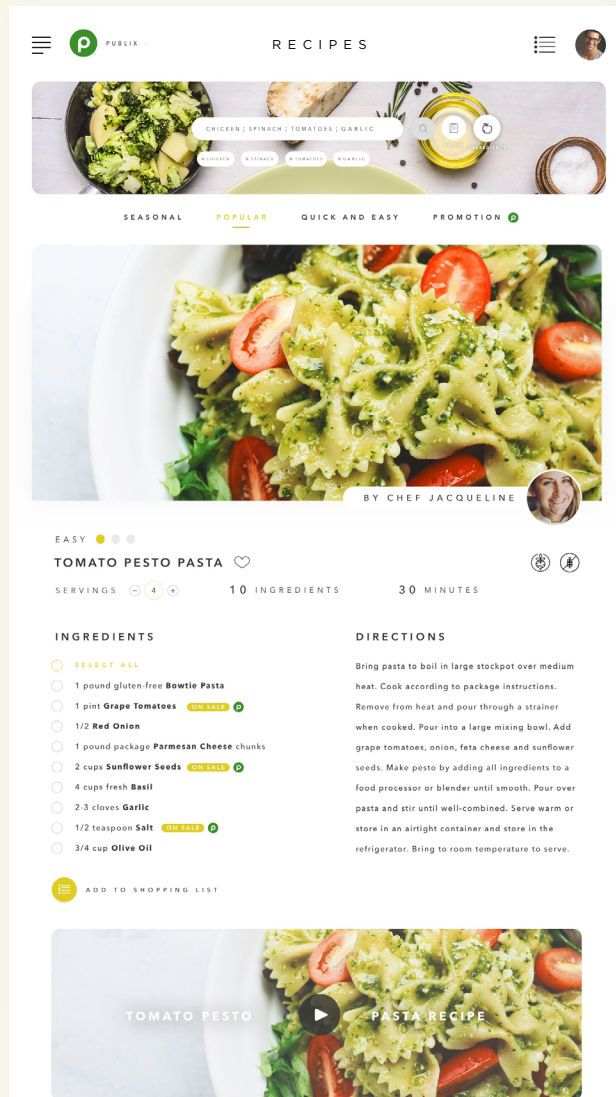
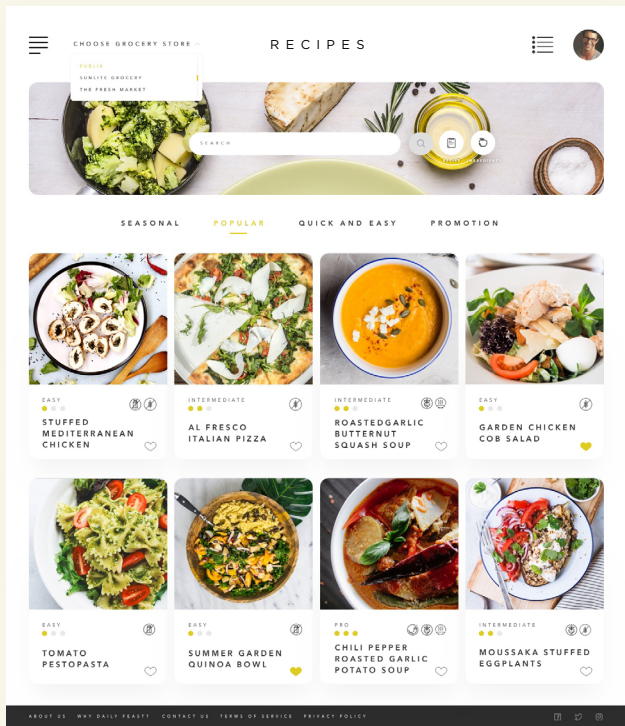


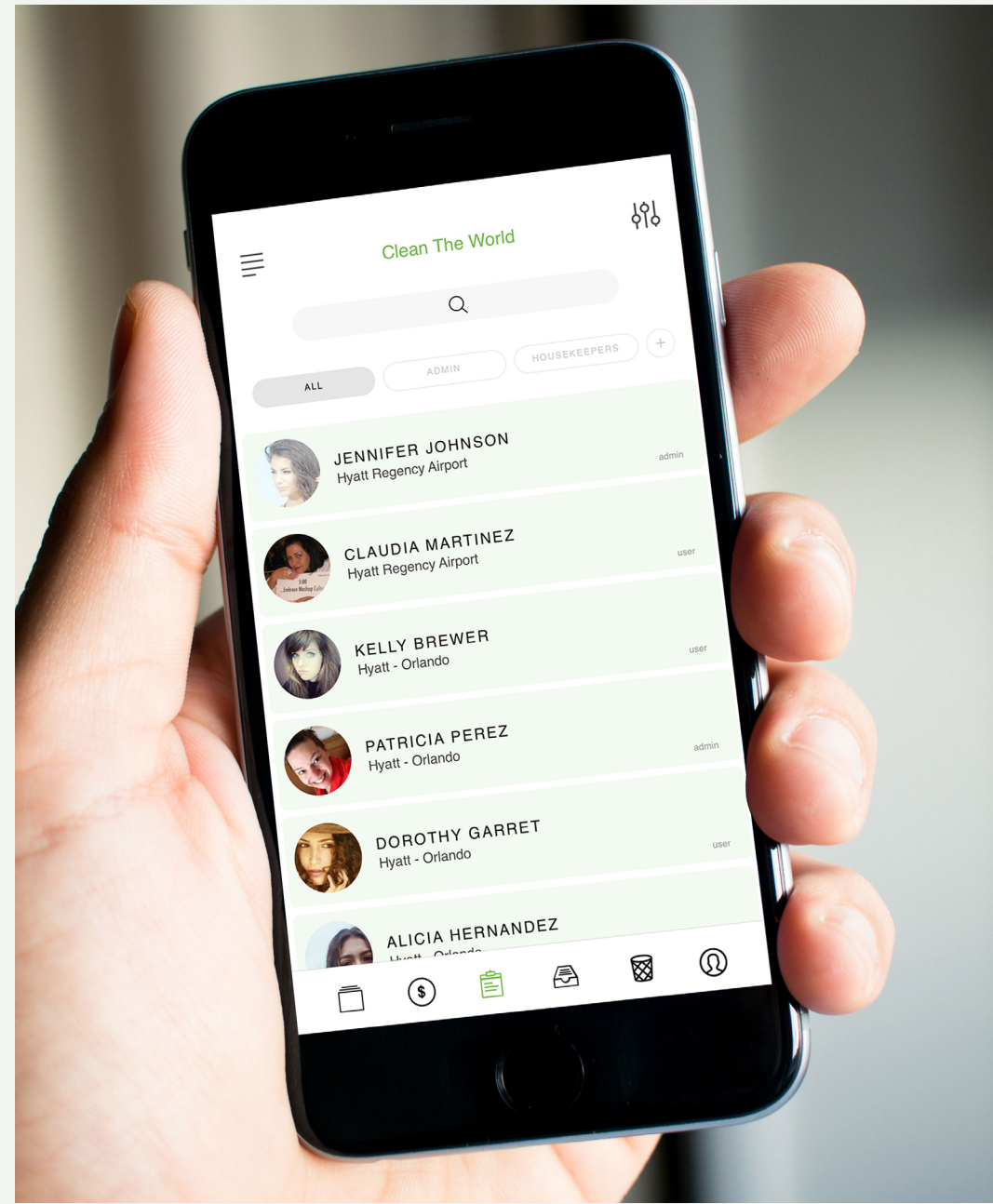
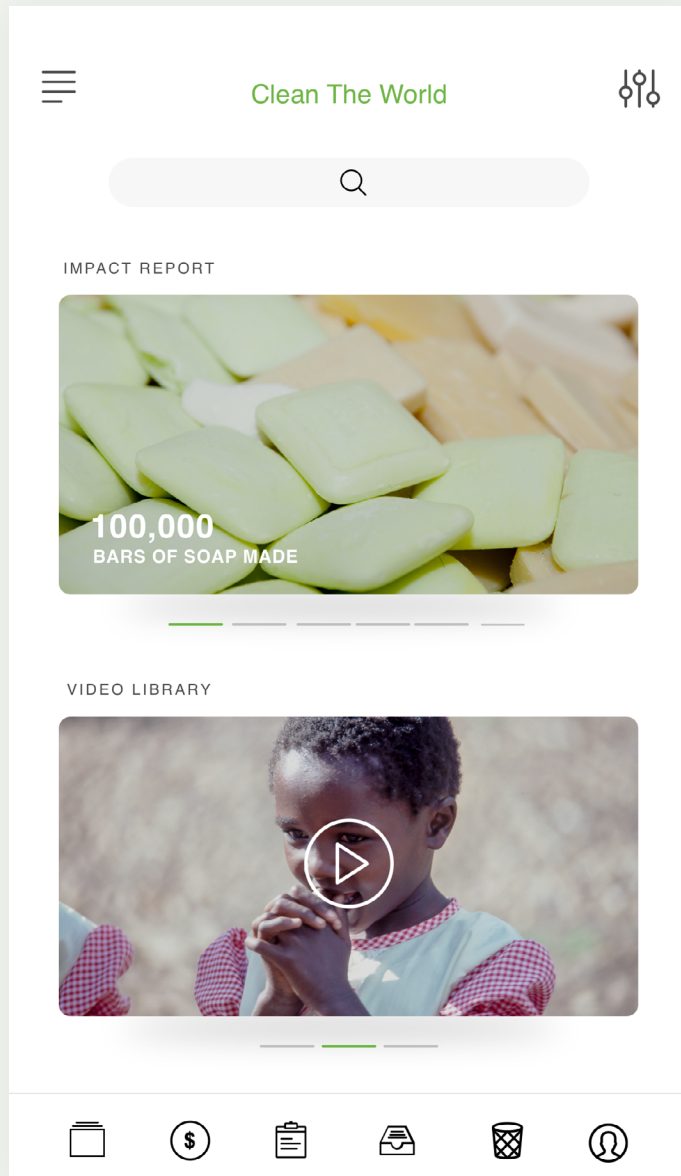


A P P C O N C E P T / D E S I G N














Disney  
MEETINGS&Events



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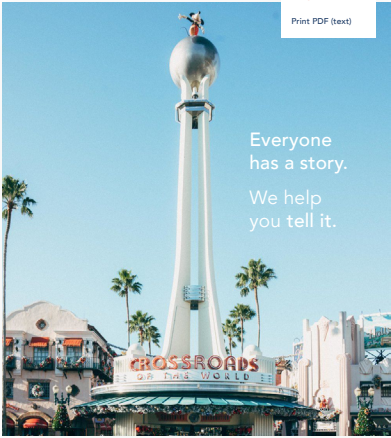
Disney  
MEETINGS&Events

## VanDervere Industries 2024 National Sales Meeting

- Event Overview
- Financials
- Notes
- Enhancements

Main Menu   Print   Notes

Print PDF  
Print PDF (text)



1 2024 National Sales Meeting - DEMO

Main Menu   Print   Notes



“We keep moving forward,  
opening new doors,  
and doing new things,  
because we’re curious  
and curiosity keeps  
leading us down  
new paths.”




13 2024 National Sales Meeting - DEMO

MEETINGS&Events

2024 National Sales Meeting - DEMO 14

Main Menu   Print   Notes



Place Holder Text

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17 2024 National Sales Meeting - DEMO

MEETINGS&Events

2024 National Sales Meeting - DEMO 18

**T H A N K   Y O U**

