

SOLENTO
ORGANIC
TEQUILA





ABOUT SOLENTO

Made for those who appreciate the ritual of slowing down and being present, Solento is a certified organic tequila range.

Solento Organic Tequila has a smooth and easy flavor, ideal for leisurely sipping, bringing intention to indulgence, and making way for conversation that elevate and inspire.

USDA CERTIFIED ORGANIC | ADDITIVE FREE | FOUNDED IN ENCINITAS, CA

INSIDE SOLENTO

At Solento, organic isn't a trend — it's a commitment.

Solento is crafted in Amatitán, Jalisco at the award-winning Tequila Las Americas, partnered with the Montes Family, third-generation agave farmers and tequileros. Their USDA-certified organic agave is grown in La Valle and allowed to mature naturally for seven years, reaching peak ripeness without chemical shortcuts.

By farming organically, the Montes Family protects the land, produces healthier agave, and allows the true flavor of the agave to shine. Each batch is harvested by hand, cooked for two days in traditional brick ovens, naturally fermented in open air, and twice distilled — with no diffusers, no additives, and no autoclaves.

Aged expressions rest in used American bourbon, whiskey, and wine barrels, developing complexity while staying true to the agave.

Solento's philosophy is simple: Take It Slow.

Organic farming, traditional production, and respect for the land are how we create a tequila that's pure, balanced, and true to the agave.



In 2025, Solento experienced a strong +21% growth in the US, further establishing its position as a leading brand in the organic tequila category in our first couple years in business.

With strong sales across the US and continued double-digit growth year over year, Solento is rapidly expanding its footprint and now reaching markets across multiple continents.





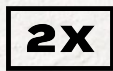
PRODUCTS

OUR CORE RANGE

Solento's core range consists of Blanco, Reposado, and Añejo.
All three expressions are available in both 750ML and 375ML sizes.



CERTIFIED
ORGANIC



DOUBLE-
DISTILLED



GROWN 7 YEARS
BEFORE HARVEST



SMALL BATCH FROM
SINGLE ESTATE



KOSHER
CERTIFIED



OUR PROCESS



WHERE IT BEGINS

Solento's distillery is in the lowlands or "El Valle," in the small town of Amatitán. The agave fields meanwhile are grown in the highest area of that region in nutrient-dense, dark volcanic soil, which contributes to their unique flavor and depth.



ALL-NATURAL AGAVE

We cultivate our own USDA-certified organic agave for 6-7 years, allowing it to fully mature. Once ripe, the piña, or heart of the plant, is hand-harvested, carefully trimmed, and sliced in half using a traditional coa knife, preparing it for the roasting process.



TAKING IT SLOW

Our agave piñas are slowly roasted in a traditional brick oven for 2-3 days to enhance the flavor complexity and ensure consistency. This method allows the pure essence of the Blue Weber Agave to shine, free from any additives.



EASY EXTRACTION

After roasting, the agave piñas are milled using large rollers to separate the fibers and extract the juice, which is essential for fermentation. We then use the leftover fibers and compost them back into the soil, contributing to our regenerative cycle and overall sustainability.

OUR PROCESS



TRADITIONAL METHODS

Next, the juice from the agave undergoes natural open-air fermentation with wild yeast for about 72 hours (depending on the environment of each season). This process allows the wild yeast to introduce unique, rich flavors, giving the organic tequila its signature profile.



DISTILLATION & RESTING STATE

Following fermentation, the organic tequila is distilled twice in stainless steel stills, featuring copper coils, to ensure purity. It is then rested for two months, allowing the tequila to naturally aerate, resulting in a smoother, more refined flavor before aging.



PURE SPRING WATER

After the second distillation, the organic tequila is blended with pure spring water sourced from deep underground. This water, rich in minerals, adds subtle natural flavors that reflect the unique landscape from which both the agave and water are drawn.



SOLENTO OAK BARRELS

In the final step, the Reposado and Añejo tequilas are aged in American Oak Whiskey barrels, imparting rich flavors of vanilla, caramel, and spice. This traditional aging process creates a tequila without any additives, where the oak's flavor beautifully complements the agave's natural character.

SOLENTO ORGANIC BLANCO

BLANCO

Distilled from 100% certified organic Blue Weber agave, matured for seven years. Cooked for two days in brick ovens, roller-milled, naturally fermented with wild yeast, and double distilled. Our Blanco is rested for two months before being hand bottled and labeled.

NOM: 1480 | SINGLE ESTATE

40% ABV (80 Proof)

AROMA: Grapefruit pith, peppercorn, Lemon Tree Blossom

TASTE: Meyer Lemon, Cooked Agave

FINISH: Light, Fresh Herbs and a hint of lemon





SOLENTO ORGANIC REPOSADO

REPOSADO

Solento Reposado has slight notes of caramel and citrus from the 9 months it's aged in American Oak Whisky Barrels.

NOM: 1480 | SINGLE ESTATE

40% ABV (80 Proof)

AROMA: Caramel, Mandarin, Ginger Lemon Tea

TASTE: Homemade Caramel, Brioche, Agave

FINISH: Honey, Pink Peppercorn



SOLENTO ORGANIC AÑEJO

AÑEJO

It takes time to achieve the smooth buttery flavor profile of Solento Añejo. Left to rest in American Oak Whisky Barrels for 18 months, the result reveals notes of maple with an oaky finish.

NOM: 1480 | SINGLE ESTATE

40% ABV (80 Proof)

AROMA: Maple, Toasted Hazelnuts, Winter Spice

TASTE: Cooked Agave, Warm Maple Syrup

FINISH: Ruby Grapefruit and Lingering Butterscotch





LIMITED EDITION OFFERING

ROBB REPORT: 50 GREATEST TEQUILA'S OF THE 21ST CENTURY

SOLENTO EXTRA AÑEJO

Welcome back. Solento Organic Tequila reintroduces its limited-edition Extra Añejo, crafted from 100% USDA-certified organic blue weber agave aged 40 months in American Oak barrels for an exceptionally smooth, luxurious sip. With rich tasting notes of caramel, vanilla, and a hint of oak, this Extra Añejo offers a beautifully layered complexity that's perfect for casual sipping and savoring.

MSRP: TBD | 750 ML - 6 Pack | Releasing: September 2026

SUSTAINABILITY

Recycled Auto Parts

USDA Certified Organic

100% Recycled Glass

Natural Fermentation

Natural fermentation using wild yeast, also known as spontaneous or indigenous yeast fermentation, is a tequila making technique that uses the yeast that's already present in the distillery to start the fermentation process. Wild yeast fermentation is often used in organic and biodynamic production.

Freight

we ship in full container loads to minimize our carbon footprint.



The Liquid

After the agave is milled to extract the juice, the pulp is sent back to the fields and tilled back into the soil to grow more agave. This is called Soil Regeneration.

FSC Certified Paper

Made from recycled materials

Plant-Based Ink

Printed with ink that is environmentally friendly

FSC Certified Corrugated Boxes

Made from recycled materials and printed with ink that is environmentally friendly.

Solento – Top 100 Tequila (Avg Rank #80) | Nielsen/NIQ Brand

National Performance (26 Weeks – Total US)

- +38% Sales | +39% Units | +59% POD
- Velocity slightly down as POD rapidly expands (expected during scale-up)
- Blanco & Reposado = primary growth drivers

Organic Tequila Category Context

- Solento outpacing established organic brands (Tres Agaves +25%, Cazcanes +66%)
- Solento maintains premium price tier with strong unit growth

52 Week National View

- +21% Sales | +22% Units | +64% POD
- Sustained nationwide growth with increasing distribution

Key Takeaways

- Solento gaining meaningful share in Organic & Premium tequila
- Strong performance driven by distribution expansion + Blanco/Reposado momentum



GREAT QUALITY TEQUILA

ORGANIC

COMPETITIVE PRICE



REGAL IMPORTS - LAUNCH INCENTIVE

OFF PREMISE:

\$30 per POD 375ml

\$20 per POD 750ml

*1cs min per SKU. Multiple PODs per account possible (minimum 5 off premise accounts sold to qualify)

ON PREMISE:

\$20 new POD, 2bt min mix and match

* No account channel minimum to qualify



2026 POP OPTIONS



T-SHIRTS
S, M, L, XL



BASEBALL CAPS



CUPS



BARMATS



POP-UP BANNER



IN-STORE DISPLAYS



PATCHES



UMBRELLAS



COASTERS



BOXES



BAR KEYS



SHELF TALKERS



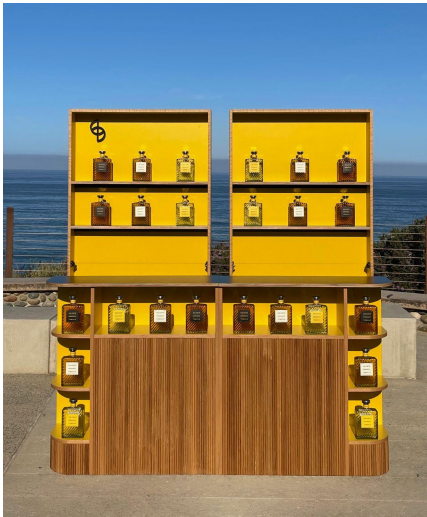
REBATE ROLLOUT



NECKERS



PROCESS BOOKLET



LUXURY DISPLAY, CARDBOARD DISPLAY, STANDING DISPLAY



SOLENTO OLD FASHIONED

WHAT YOU NEED:

2 oz. Solento Añejo

¼ Brown Sugar Simple Syrup

2 Dashes of Aromatic Bitters

1 Luxardo Cherry

HOW TO MAKE IT

STEP 01: Create brown sugar simple syrup by combining 1 part brown sugar with 1 part water. Bring to a boil, and mix until brown sugar has completely dissolved. Let cool.

STEP 02: Combine 2 oz Solento Añejo, ¼ oz brown sugar simple syrup, and 2 dashes of aromatic bitters.

STEP 03: Serve in a rocks glass over ice and garnish with a luxardo cherry.

SOLENTO SIGNATURE COCKTAILS

SOLENTO EASTSIDE

WHAT YOU NEED:

2 oz. Solento Blanco

4 Slices of Cucumber

$\frac{3}{4}$ oz. Organic Lime Juice

$\frac{1}{2}$ oz. Agave Syrup

4 Mint Leaves

HOW TO MAKE IT

STEP 01: Gently muddle 4 mint leaves, 4 slices of cucumber, and $\frac{1}{2}$ oz agave syrup.

STEP 02: Add 2 oz Solento Blanco, $\frac{3}{4}$ oz organic lime juice and ice.

STEP 03: Shake and strain into a martini glass. Garnish with mint + cucumber.



SOLENTO ESPRESSO MARTINI

WHAT YOU NEED:

1 ½ oz. Solento Reposado

1 ½ oz. Kahlua

1 ½ oz. Fresh Espresso

HOW TO MAKE IT

STEP 01: Add 1 1/2 oz Solento Reposado, 1 1/2 oz Kahlua, 1 1/2 oz fresh espresso, and ice into a shaker.

STEP 02: Shake for 15-20 seconds.

STEP 03: Strain into your favorite coupe or martini glass and garnish with coffee beans.





THANK YOU

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