

Destileria Porfidio S.A.

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Destileria Porfidio is known around the world for its superb 100% Blue Agave Tequila which is distilled in its pure form, unblended and undiluted. From the Agave they produce a range of aged and unaged 100% Agave spirits of the finest quality to suit the palate of the discerning drinker. The brands are produced at the facility at Puerto Vallarta in Mexico using locally grown Agave.

Every aspect of the production process is geared to quality from the field where the plants are selected and harvested by hand, to the bottling unit where each hand-blown bottle is individually sealed and numbered. With a production capacity of just 50,000 litres a year they can ensure that each drop of Porfidio meets the rigorous quality standards. Over the last decade they have earned an enviable reputation for producing spirits of excellent quality.

A traditional product line-up consists of unaged Porfidio Triple Distilled Plata, Small Batch Reposado, which is aged in small oak casks for up to a year, and the star performer: top quality Porfidio Anejo Single Barrel, which is allowed to age to perfection.

In April this year, however, Ponciano Porfidio added his first Rum to the portfolio - **The 1998 Vintage Porfidio Rum** - a top quality pure cane Rum produced to the same demanding standards as his Porfidio 100% Agave product line. The new arrival is already making a name for itself among connoisseurs.

IBN: How do you stack-up when put up against the competition?

P-Porfidio: Destileria Porfidio has successfully challenged the bad-boy image of Tequila and established its pure Agave spirit as a sophisticated range of drinks which appeal to a refined palate. We have in effect created a 'Super-Jalisco' category, one step beyond Tequila and analogous to the creation of Super-Tuscany wines.



This transformation has been achieved by applying uncompromising quality controls to every aspect of our production:

- ◆ All the products are made from 100% Agave without the addition of the cheaper sugar cane used by some manufacturers

We use only the first undiluted pressing of the Agave fibre, rather than the production of extra-virgin olive oil



- Following controlled fermentation and distillation, only the 'heart' of the distilled spirit is used
- The lower quality 'head and tails', which cause the infamous Tequila hangover are discarded
- During ageing, Porfidio lies in small barrels made from the best new oak - the competition generally uses tainted barrels discarded by the bourbon industry
- And finally we insist on the most hygienic conditions possible at every stage of production.

The added value is precisely this unrivaled quality.

At an average retail price of US\$100 per bottle, our products are definitely not price-oriented; rather they are aimed at the scrupulous and discerning consumer who settles only for the best.

Presented in hand-blown bottles by local craftsmen and individually labeled, each with a distinctive glass cactus at its core, our 100% Agave products are quite unique.

IBN: Are there any new products coming to market?



P-Porfidio: Two new products have already been launched in 2003:

Porfidio Anejo Single Barrel has been brought out for the first time in 50ml miniatures with the same distinctive cactus at the base that you would recognize from the 750ml size.

Contrary to custom, these miniatures are targeted not at the minibar market but rather towards the on-premise market to be served straight at the table. This new line has been introduced initially in New York City and the reception has been very positive.





Destileria Porfidio has also launched successfully its **Porfidio Single Cane Rum**, an exquisite aged Rum which is hand-made at our distillery in Puerto Vallarta from virgin cane juices



Again the focus is on quality; unlike the competition, the quality of our Rum is not lowered by the addition of cheap molasses, nor it is diluted with considerable quantities of water.

We consider **Porfidio Single Cane Rum** to be a unique Rum experience with little resemblance to common Rum on the shelf. Again we have created a super-premium spirit with a tropical touch.

IBN: What are some of the biggest deals that you have done in the past 12 months?

P-Porfidio: Our biggest deal in 2003 has been a joint venture for the establishment of a brand-new Agave spirit factory in South Africa which, if all goes to plan, will be fully operational in 2004. Thus we will be contributing to the internationalization of the Tequila industry, international competition and free trade which will, ultimately, be to the benefit of the end consumer.

IBN: What role does the Internet play to your business?

P-Porfidio: The Internet has increasingly played an important role for **Porfidio** in direct consumer education. During 2003 we have successfully remodeled our two websites www.tequilaporfidio.com and www.ronporfidio.com which enable the visitor to take a virtual tour of our facilities and to learn more about the production of our high quality, new-world products.

In terms of sales activities, to date we have not relied heavily on the Internet although potential clients are able to view our brands and prices on our sites which will contribute to sales in the long term.

IBN: What else should we know about Porfidio?

P-Porfidio: Porfidio has from the very beginning been at the forefront of super-premium, New-World product development. We have proved our worth in the Tequila arena over the last decade and are making good progress in the Rum sector in 2003.

It is our opinion that Rum is destined to go through a major image and quality transformation process, just as Tequila did ten years ago, and **Porfidio** is proud to be at the leading edge of this development.

To enquire about distributionship opportunities, please contact Ponciano Porfidio at ponciano.porfidio@tequilaporfidio.com

IBN: Thank you Ponciano for providing excellent quality Tequila and Rum. As we are based in Los Angeles, we know Porfidio will be successful in America, certainly in Hollywood and with people who have a discerning palate.

