

# Exclusive Acquisitions Make Top Shelf Brands Holdings (TEMN) an Entry Investment Into the World Spirits Industry

*TEMN:(OTC.PK) Offers High-End, Cutting-Edge Wine & Spirit Products to Growing Market, competing with big players in the industry such as Diageo plc (DEO)-NYSE.*

BOCA RATON, FL, USA, June 16, 2014 /EINPresswire.com/ -- [TEMN:\(OTC.PK\)](#) Offers High-End, Cutting-Edge Wine & Spirit Products to Growing Market, competing with big players in the industry such as Diageo plc ([DEO](#))-NYSE, Anheuser-Busch InBev SA/NV (BUD)-NYSE, Constellation Brands Inc ([STZ](#))-NYSE

In the competitive wines and spirits industry, originality and exclusivity are rarities that can prove to be the difference between a big seller and just another bottom-shelf bottle with a drab label. Top Shelf Brands Holdings Corp. (TEMN) has gradually revealed its progressive and original marketing campaign that takes full advantage of current trends like celebrity

endorsement, eco-friendly packaging, and luxury branding.

Trading under a penny with a 7.27M market cap, TEMN presents itself to investors as an inexpensive gateway into a market filled with high-end consumers - one that has historically seen consistent growth and shows no signs of slowing. Between 2010 and 2011 the world spirits market experienced a 7% volume expansion and 10% growth in sales value, and those numbers are expected to rise exponentially over the course of the next decade.

TEMN offers major brand quality and exclusivity at a minor cost to investors. Not only are Top Shelf's brands ready-made for sophisticated, informed consumers, but a couple of recent acquisitions have provided the company with proprietary U.S. ownership of some second-to-none products with near-limitless market potential. One of these recent acquisitions will be paying dividends this summer when the company launches its Besado Tequila and begins taking orders for the widely-coveted drink at several special event tastings.



Alonzo Pierce, CEO of Top Shelf, believes the tastings are an important stepping stone toward determining an accurate rate of distribution, although the company has already prepared initial expectations.

“Our first run is limited to 25,000 bottles that we believe will sell out quickly,” said Pierce. “The risk of our business has been greatly reduced due to the use of an outsourcing model that allows for production runs with no overhead and minimal lead times. The initial run for the Silver and Anejo Besado Tequila is valued at \$1.3 million dollars with 45% gross profit margins.”

In April, Top Shelf acquired both Dziaq Liqueur and Besado Ultra Premium Tequila, two quality-brands with built-in customer bases eagerly awaiting Top Shelf’s one-of-a-kind makeover with the re-launch of these fine drinks. Top Shelf’s ownership of Besado in particular includes exclusive rights to import and sell any tequila that bears the name of “Besado Tequila,” which is known worldwide, in the U.S. The company retains rights to the Besado label through the U.S. Alcohol and Tobacco Tax and Trade Bureau.

Pierce described Besado Tequila as “an Ultra Premium Tequila with a unique proprietary blend of exotic herbs in a cherry oak barrel finish.” It features a “revolutionary cork top design with raised lettering,” making it a prime candidate to live up to the Top Shelf name, as the drink is tailor-made for upscale clubs and bars. Besado will make its debut this summer with a launch in Florida, followed by distribution in a slew of other states including California, Nevada, and Top Shelf’s native state of Texas.

Along with the Besado brand, Top Shelf also acquired Dziaq liqueur, an all natural fruit blend mixed with high-end vodka and Mezcal, which has been setting trends in the Miami Beach scene, even among high-profile celebrities like Justin Timberlake and Robin Thicke. Pierce stated that the Dziaq brand already has numerous requests due to a burgeoning popularity across digital media, including massive Youtube exposure.

Dziaq’s low-calorie, non-synthetic taste is one example of Top Shelf’s unique marketing strategy which caters to the eco-conscious consumer, right down to their use of eco-friendly packaging. With the organic food market growing 20% annually and more than 60% of Americans claiming they had purposefully purchased organic produce in the last year, according to Time magazine, evidence is everywhere of the growing needs of health-conscious consumers. Nearly 40% of all Americans said they make purchases based on the social and political values of the producing company. Top Shelf certainly has those values in mind when releasing its products.

Top Shelf Brands Holdings (TEMN) is a fast-growing company that speculators can own into below a penny. The company expects to hold at least six to 10 nationally recognized brands within the next two to three years, and with the invaluable acquisitions of Besado Tequila and Dziaq Liqueur, Top Shelf is well on its way toward accomplishing that goal.

More about TEMN : [www.drinktopshelf.com](http://www.drinktopshelf.com)

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