

# Top Shelf Brands Holdings ( TEMN ) is Positioning Itself for Success with Launch of Besado Tequila

*Blue Martini, Inc. to co-promote the debut of Top Shelf's new brand, erotic herbal-infused Besado Tequila. Party on Nov. 19 at the Blue Martini in Boca Raton.*

SALT LAKE CITY, UT, USA, November 11, 2014

/EINPresswire.com/ -- Infused with erotic stimulants, [Besado](#) ("kissed" in Spanish) Tequila is going to transform a boisterous party beverage into a seductive couples drink, with an emphasis on the female market. The top of the crystal container of the honey colored anejo (extra aged) tequila is a gold ceramic sculpture of a man and a woman kissing; there is a silver sculpture for the clear silver tequila version. This is a brand that will become identified with passion and taste. Both the bottle and tequila will be contending for design and taste of the year at the 2015 San Francisco World Spirits Competition.

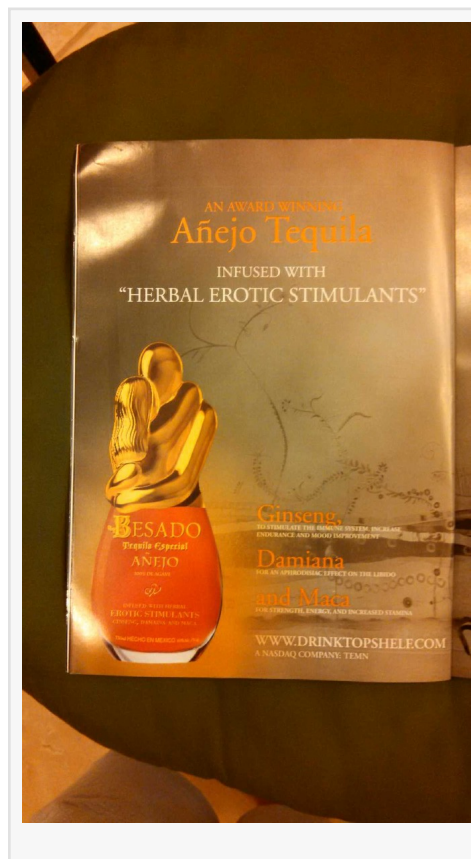
Why add aphrodisiacs to a drink that is already associated with a lack of inhibitions? "What we found," says president and CEO of [Top Shelf Brands Holdings](#) Corporation Alonzo Pierce, "is that men and women between the ages of 30 and 50 are looking for a higher quality tequila than they were in their 20s. In addition, men and women in the upper range of that demographic are desperately looking for an increase in libido. While men can get testosterone shots and take Viagra, there is not as much of an awareness of women wanting a boost in that area. So we decided to use three natural ingredients that have proven benefits for increasing sexual desire for both men and women."

The three special ingredients of Besado Tequila — Damiana, Maca, and Ginseng – have long histories as erotic stimulants.

"The tequila we have chosen to be used is one of highest quality on the market," says Pierce. "It's the finest 8- to 10- year-old 100 percent blue agave, distilled three times, with a 70 percent alcohol content for the luxury segment of the tequila market. The end result is an extremely smooth and refined taste with very little bite or aftertaste. We expect it to be well-respected, which is why we are sending it out to competitions."

Perhaps the most significant advantage Besado Tequila has is its appeal to female consumers, who not only form a growing consumer base for liqueurs and spirits (an increase of 25 percent in the last 5 years) but are more responsive to marketing and product innovation.

In addition, Tequila is second only to Vodka as the fastest growing distilled spirit. If history is any



judge Top Shelf Brands Holdings is positioning itself for success with past buyouts and deals brewing almost daily within the sector, such as Suntory's acquisition of historic bourbon maker Beam, Inc. for \$13.6 billion cash. The deal includes Jim Beam and Makers Mark bourbons, Courvoisier cognac and Sauza tequila.

Another huge player in the field that is making significant progress is Constellation Brands, Inc (NYSE: STZ), which recently poured a substantial amount of funds into its Nava brewery in Mexico. STZ has long remained a major player and currently rates positively for sustained long-term growth.

Also of note is the takeover by Diageo (NYSE: DEO) of Vijay Mallya's United Spirits. British liquor titan Diageo PLC — itself formed through a merger — has launched a high-end tequila joint venture alongside rapper Sean “Diddy” Combs. Diageo hints at further Tequila acquisitions, and CEO Ivan Menezes said he was “very pleased” with his bolstered Tequila portfolio, which also includes the ultra-premium Don Julio.

Pernod Ricard has spent almost \$100 million to gain majority control of Avion Spirits LLC, owner of top-of-the-range tequila brand Avion, as part of plans to expand in the United States, its largest market, the French firm said. In 2011, Fireball accounted for a mere \$1.9 million in sales in U.S. gas stations, convenience stores, and supermarkets, according to IRI, a Chicago-based market research firm. Last year, sales leapt to \$61 million, passing Jameson Irish whiskey and Patrón tequila. And that number doesn't include bars, where most people commune with the drink.

Speaking of Patrón, the always-savvy Brown-Forman (NYSE: BFB) recently used its Bacardi division to take control of Patrón tequila distribution in the UK. Eyeing an opportunity when Cellar Trend's long-term deal expired, the move gives BFB a stranglehold on Patrón in Europe, as they hold distribution rights in several other countries in the region.

Above all, Pierce's Top Shelf Brands Holdings Company is dedicated to creating “the brands people talk about.” By making the ground-breaking decision to work with erotic stimulants in tequila, they use third party research to create the spirits that people want. By engaging the consumer in the process they hope to provide a more flawless execution in the creation and execution of their products, as well as in the distribution, making Top Shelf poised to capitalize on the robust activity now taking place in the wine and spirits market.

Blue Martini, Inc. to co-promote the debut of Top Shelf's exciting new brand, the erotic herbal-infused Besado Tequila. The unveiling party will be held on Nov. 19 at the Blue Martini in Boca Raton.

Blue Martini, Inc. operates a chain of premier martini lounges, which collectively rank as the fourth-highest seller of alcohol through a retail establishment in Florida. There are 12 Blue Martini locations throughout the country, eight of which are in Florida. These lounges feature over 40 martini specialty



drinks, an excellent quality tapas food menu with live entertainment complimenting its energetic atmosphere.

Subsequent to the unveiling party, there will be several more Besado promotional events at each location over the next few months. It should also be noted that a company "mixologist" has created the "Besado Blue," a great tasting new cocktail which will also debut at the Nov. 19 party and will be exclusively sold only at Blue Martini locations.

In conjunction with the release of Besado, Top Shelf has signed on for Besado to be a co-sponsor of 97.9 WRMF's "No Snow Ball Concert" featuring Christina Perri, Gavin DeGraw, The American Authors, Nico and Vinz and Matt Nathanson. The concert is set for Dec. 13 at the Mizner Park Amphitheatre in Boca Raton.

<https://www.facebook.com/pages/Besado-Tequila/804488596310823>

Ticker (TEMN)for [more information on Drink Top Shelf](#)

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