

# TEJAJARAZA

## TEQUILA



Born in Mexico. Raised in Texas.

# Traditional tequila-making with a blazing streak of Lone Star spirit.

## Audience

21-35 yr olds, Live Bold, Laugh Loud, Celebrate Life, Group > Solo

Personality	Tone	The Experience
Unapologetically Fun	Celebratory, Conversational, Humorous	Wild Energy, Colorful Visuals
Playfully Rebellious	Witty, Mischievous, Clever	Humor, Cheeky Phrases
Boldly Adventurous	Energetic, Positive, Fearless	Big Flavors, Fearless Taglines
Confidently Social	Inviting, Casual, Relatable	Group Moments, Inclusive Vibe
Authentically Tex-Mex	Warm, Grounded, Real	Texas Swagger, Mexico Roots

# MEET THE TEJARAZA CREW

## Apple Honey “The Charmer”

personality

Confidently Social, Inviting, Casual, Relatable

taglines

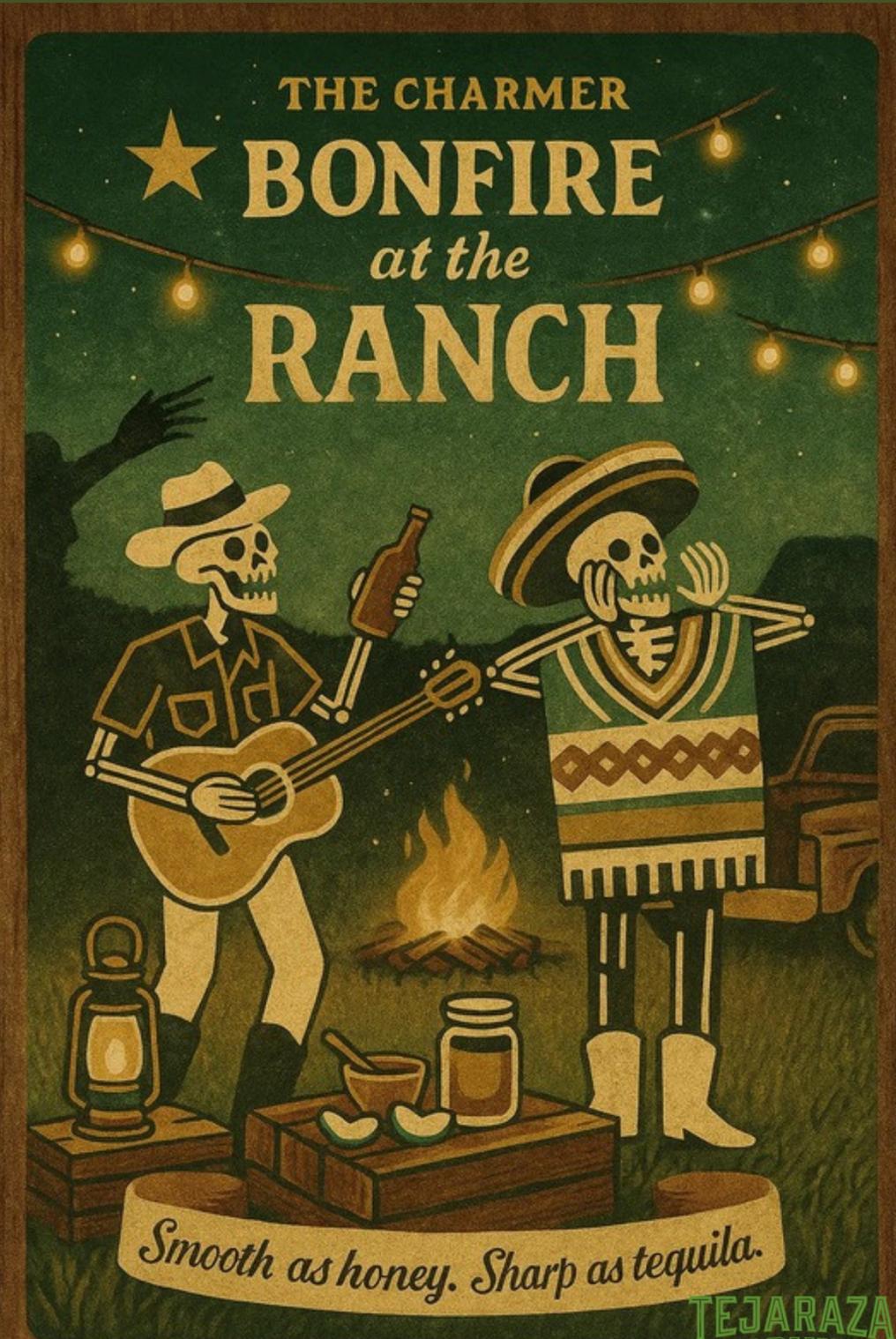
“Smooth as honey. Sharp as tequila.”

“Fall’s favorite trouble-maker.”

signature cocktail

### *Hill Country Highball*

1 ½ oz Tejaraza Apple Honey, 3 oz ginger beer  
& a splash of lime over ice



# MEET THE TEJARAZA CREW

## Berry Hibiscus

### “The Flirt”

personality

Playfully Rebellious, Witty, Mischievous, Clever

taglines

“Sweet. Bold. A little dangerous.”

“Make your move.”

signature cocktail

### *Wildflower Sour*

1 ½ oz Tejaraza Berry Hibiscus, ½ oz cranberry juice,  
½ oz lime juice, ¾ oz hibiscus syrup,  
3 drops Wonderfoam over ice



## The Flirt



**SWEET. BOLD.**  
*A little dangerous.*

**TEJARAZA**  
TEQUILA

# MEET THE TEJARAZA CREW

## Café Caramel

“The Late-Night Legend”

personality

Authentically Tex-Mex, Warm, Grounded, Real

taglines

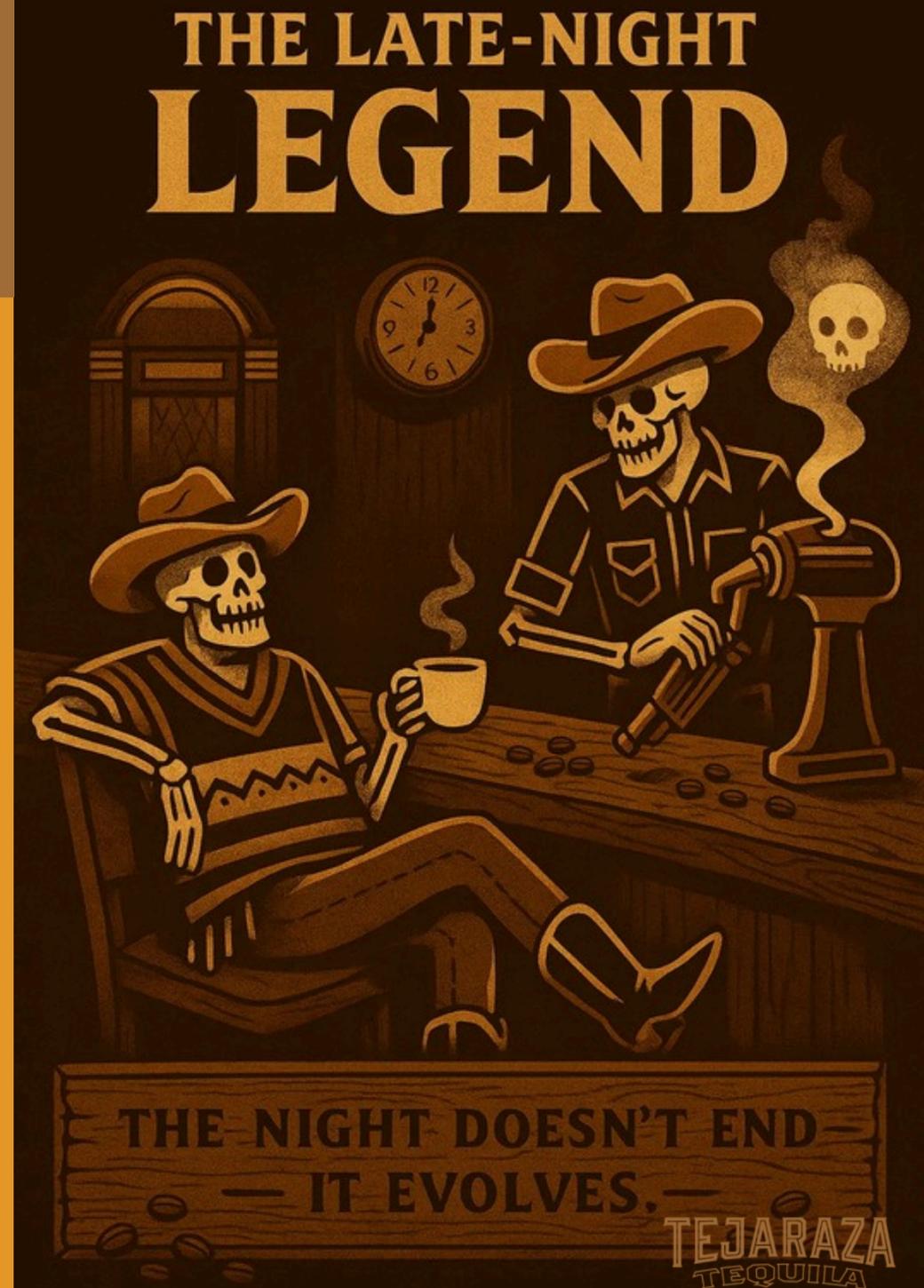
“The night doesn’t end - it evolves.”

“Bold flavor. Late energy.”

signature cocktail

***Midnight Texan***

1 ½ oz Tejaraza Café Caramel, 2 oz cold brew, splash of cream over ice



# MEET THE TEJARAZA CREW

## Pineapple Habanero “The Daredevil”



personality

Boldly Adventurous, Energetic, Positive, Fearless

taglines

“Can you handle the heat?”

“Sweet start. Fiery finish.”

signature cocktail

### *Smokin’ Cadillac*

1 ½ oz Tejaraza Pineapple Habanero, ½ oz Ancho Reyes Liqueur, ½ oz pineapple juice, ½ lime juice, 2 dashes El Guapo Bitters over ice



# MEET THE TEJARAZA CREW

## Sunshine Citrus

“The Life of the Party”

personality

Unapologetically Fun, Celebratory,  
Conversational, Humorous

taglines

“Start with Sunshine.”

“Bright flavor. Bold nights.”

signature cocktail

***High Plains Sunrise***

1 ½ oz Tejaraza Sunshine Citrus, ½ oz lemon juice, 3  
oz club soda served over ice



# Bold, fun & unmistakably Tejaraza.

Tejaraza's identity is loud but clean – vibrant colors, confident typography, and iconic skeleton cowboys that celebrate friendship with flavor.

TEJARAZA  
TEQUILA



dee78e

d8a326

5c8e3b

TEJARAZA  
TEQUILA



cbe7e6

f37a90

96688e

TEJARAZA  
TEQUILA



e4ddc7

e49626

9f6c38

TEJARAZA  
TEQUILA



fef56c

f79147

8f936d

TEJARAZA  
TEQUILA



f58d7d

ffdca2

609436

# The Tejaraza Experience...

Apple  
Honey



SIP  
INTO  
FALL.

“The Charmer”

Berry  
Hibiscus



THE FLIRT  
COLLEGE DATE NIGHT

Bold. A little dangerous.

“The Flirt”

Café  
Caramel



The night doesn't  
end — it evolves.

Coffee breaks  
Tequila breaks.

“The Late-Night Legend”

Pineapple  
Habanero



TURN UP THE HEAT!

“The Daredevil”

Sunshine  
Citrus



START WITH  
SUNSHINE

Best flavor. Bold nights.  
Party starts when the  
sun's still up.

“The Life of the Party”

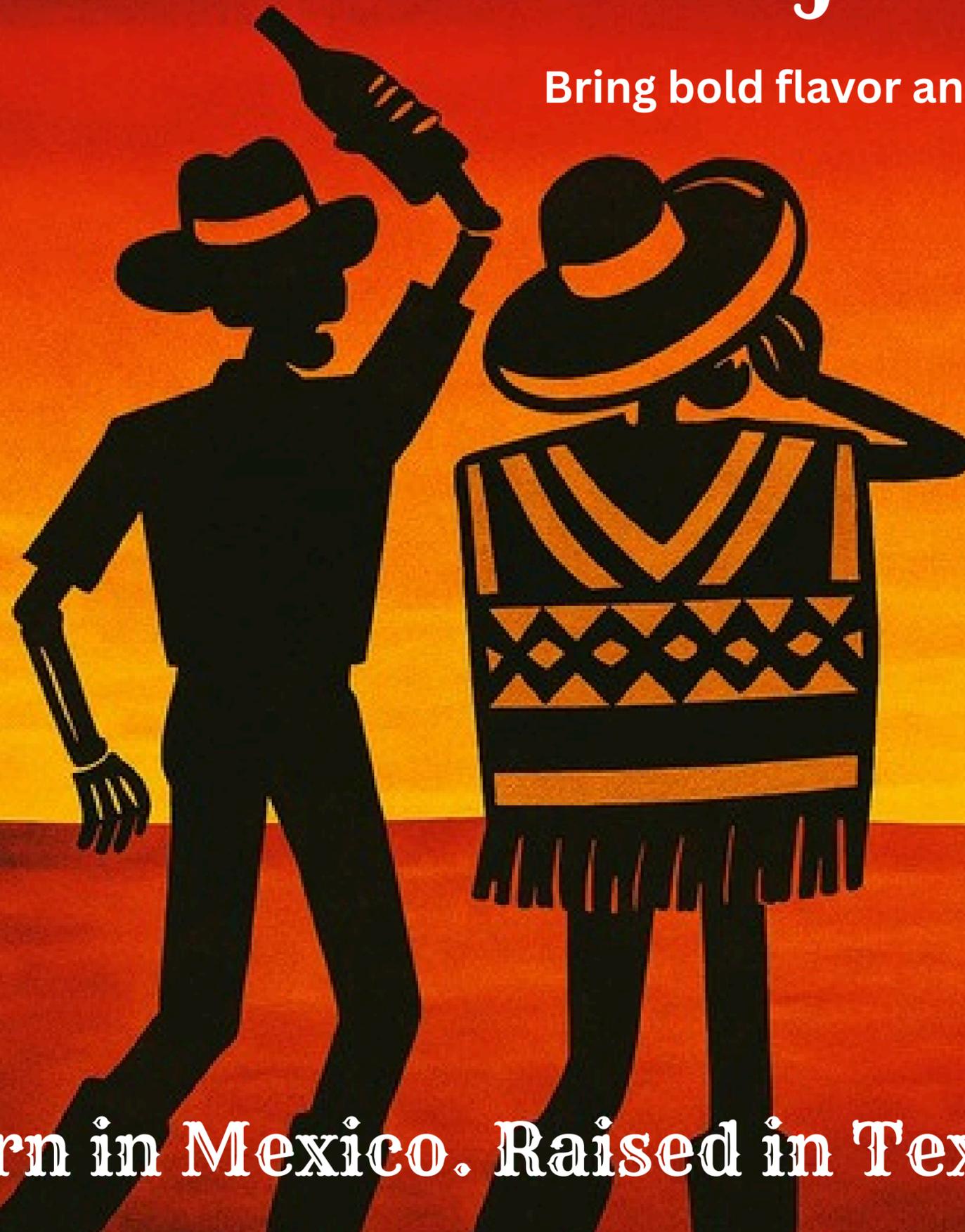
Tejaraza has a flavor for every kind of fun!

# Additional Ad Concepts



# Join the Tejaraza Crew...

Bring bold flavor and fearless fun to your bar, store, or event.



## Owners

David Cochrane (david@homerspirits.com)

Doug Curlee | doug@homerspirits.com

## Sales Manager

Jarett Gollaway | jarett@tejaraza.com

## Texas Sales

Cody Curlee | cody@tejaraza.com

 tejarazatequila

 tejarazatequila

tejaraza.com

contact@tejaraza.com



**Born in Mexico. Raised in Texas.**