



LEGACY®

LEGACY IS NOT A PRODUCT.
IT'S A STORY IN MOTION.

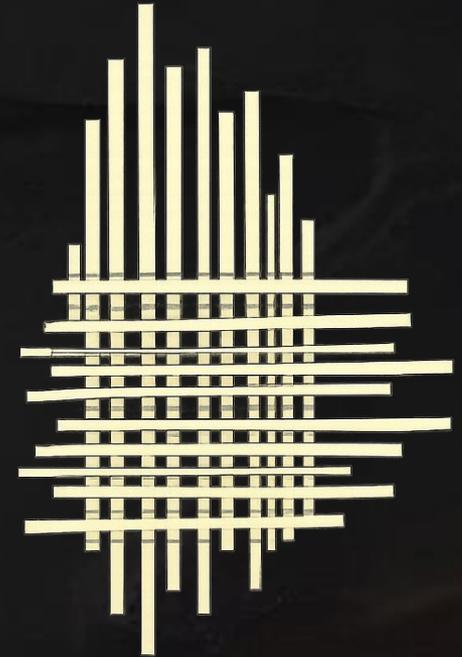
Building cultural equity around Legacy 71



LEGACY®

THE CONTEXT

- The premium tequila market is crowded
- Quality is assumed
- Design is expected
- Meaning is rare



BUILT OVER TIME
— & —
LEEAGY



LEGACY[®]

WHAT LEGACY 71 ALREADY HAS

- Strong luxury aesthetic
- A name rooted in heritage
- Premium visual language
- Cultural credibility





LEGACY[®]

THE OPPORTUNITY

- From a brand people admire
- to a brand people belong to





LEGACY[®]

THE MODERN LATINO PREMIUM BUYER

- Entrepreneurial
- Established in the U.S.
- Values legacy, family, discipline
- Rejects hype, seeks substance





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OUR ROLE

- Activate the story behind the brand
- Turn narrative into lived experiences
- Build cultural relevance

VRTX



LEGACY[®]

CURATED GATHERINGS

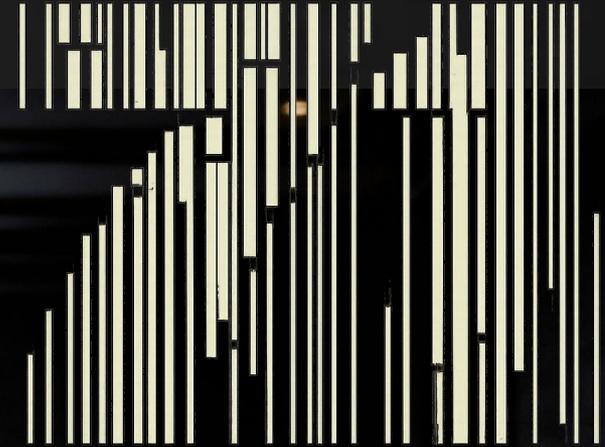
- Private tastings with intention
- Intimate, invite-only settings
- Tequila present in meaningful moments





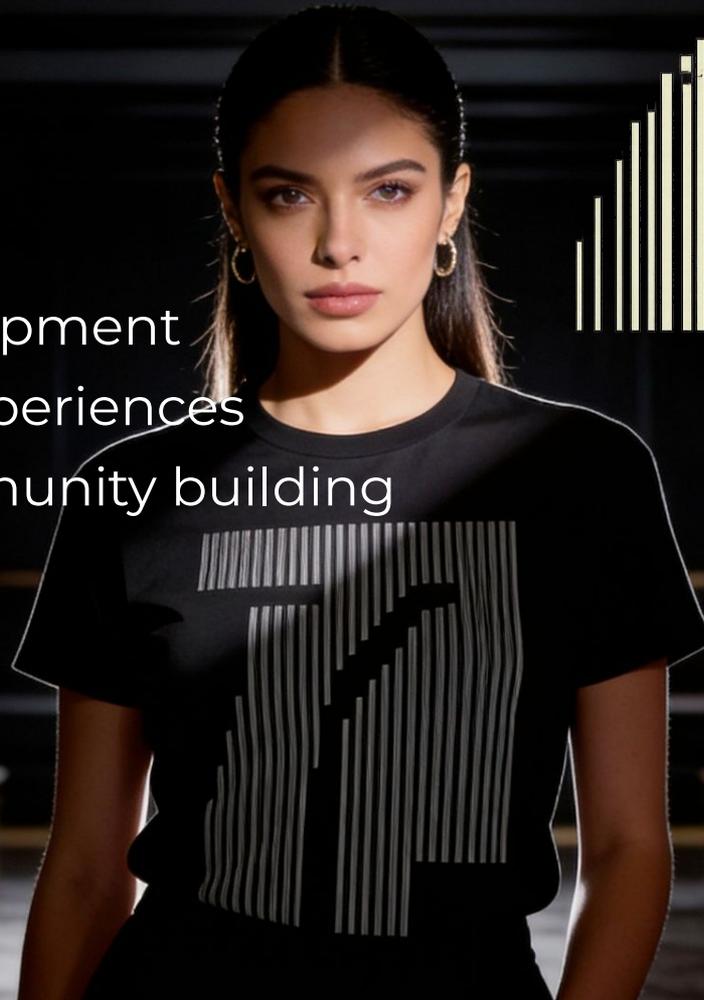
LEGACY[®]

MONTHLY MODEL



BOILT OVER TIME

- Narrative development
- Activations & experiences
- Content & community building





MERCH WITH MEANING

LEGACY[®]

- Identity-driven pieces
- Limited and intentional
- Symbols, not souvenirs





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THE RESULT

- Emotional connection
- Brand loyalty
- Cultural equity





LEGACY[®]

CLOSING

- Legacy is not launched.
- It's cultivated.
- ***Legacy Circle***

