COMPANY OVERVIEW

Tattoo Tequila, Inc. (the “Company”) was formed in 2011 produces, markets and sells an ultra premium portfolio of multiple-award winning artisan crafted, small batch USDA certified organic tequila. Tattoo Tequila launched in the marketplace in May 2015 and is quickly emerging as a popular super-premium lifestyle brand that features spectacular tequila, cool & edgy packaging with an iconic skull logo. The company has emerged as a leading brand in the craft spirits movement.

Tattoo Tequila has a portfolio of 100% organic Blue Agave based tequila with expressions that include Blanco, Reposado, Añejo and Extra Añejo.

Tattoo Tequila CEO, “Tequila John” Atanasio set out 6 years ago with the goal of crafting a “Super Premium Tequila” that would use the highest grade of organic Blue Weber Agave available in the World and to use the best ingredients available to develop “The Champagne of Tequilas.” Tattoo Tequila today has legitimate brand positioning as a leader in the Craft Spirits sector.

Tattoo Tequila has already won 6 awards (1) Gold Medal – Blanco and (2) Silver Medals – Blanco and Reposado at The Wine & Spirits Wholesalers of America Spirits (WSWA) Competition in 2015 and 2016, (1) Silver Medal – Blanco at the San Francisco World Spirits Competition (SFWS) in 2015 and (2) Silver Medals for Blanco and Reposado at the 2016 San Diego Spirits Competition (SDSC).

Ultra-premium tequila is at the forefront of one of the fastest growing segments of the spirits industry and craft spirits is at the forefront of key industry trends for the future.

The company has exceptional Tequila production infrastructure and access to resources and has partnered with Tequila las Americas; a Mexican Tequila distillery based in Amatitan, a small town near the Historic Town of Tequila in Jalisco, Mexico. Our Distillery has a rich and long history of making quality tequila for the Mexican market. Tequila John has collaborated with our distillery team to create a unique taste profile based on proprietary crafting & production standards and practices.

Tattoo Tequila’s is distributed by the largest wine & spirits distributors in the United States which include: Southern Glazer’s Wine & Spirits, Republic National Distribution Company, Heidelberg Distributing, Park Street Imports & Estate Brands.
Our Management Team has a proven track record in the launching and marketing of spirits brands, managing start-ups, running sales organizations, business modeling and management, brand building, media, internet, television production, corporate and intellectual property law, technology as well as national retail chain management.

Tattoo Tequila is driving sales, increasing trade brand awareness and consumer loyalty to increase on premise and retail account placements by working with its distributors and through our direct sales team.

Our marketing efforts are geared to drive sales and capture market share. Our Marketing initiatives include; high value POS, high profile sponsorships, on-premise events, retail tequila tasting events, Tattoo Tequila branded tequila bars, spokes models, social media campaigns and the development of original television programming.

Some of our notable marketing initiatives and brand extensions include; exciting co-marketing initiatives with Harley Davidson which has designed and shall market a Tattoo Tequila branded Limited Edition Street Glide Special Motorcycle and Apple designing Tattoo Tequila branded Apple watch’s to be introduced as part of the Company’s corporate merchandise sales, gifting and sales incentive strategy.

The company has worked hard to create a POS portfolio ranging from barware, apparel, fixtures and accessories and Tattoo Tequila branded merchandise “swag” has tremendous consumer appeal and brand swagger. Our branded swag is so beloved and sought after and we expect it to be a meaningful profit center.

We have recently designed a Tattoo Tequila – Tequila Bar at the request of MGM Resorts in Las Vegas and now believe we can have similar opportunities to build tequila sales a brand licensing revenues.
TATTOO TEQUILA PORTFOLIO

The Company’s ultra premium organic tequila portfolio includes the following tequila expressions.

**Tattoo Tequila Blanco**
Freshly distilled, Tattoo Tequila Blanco is the purest expression of the Agave plant. This tequila possesses fresh floral aromas complemented by notes of lime and mint. Handcrafted from 100% Certified Organic Agave, the Blanco boasts unadulterated Agave flavors and a slightly spicy character that teases the palate, and delivers a crisp, clean finish that energizes and refreshes.

**Tattoo Tequila Reposado**
Tattoo Tequila Reposado delivers a distinctive experience, with an assertive nose of sweet lime, orange and fresh herbs upon pouring. Maturation in oak barrels for 3 – 6 months infuses Tattoo Tequila Reposado with a bold peppery flavor and hints of fruit that linger on the palate briefly, followed by a long, spicy finish. A truly incomparable spirit, Tattoo Tequila Reposado is ideal for sipping solo or in a top-shelf Margarita or other mixed drinks.

**Tattoo Tequila Añejo**
Aged for a minimum of 12 – 14 months in oak barrels of less than 200 liters, for those who appreciate the deep, robust flavor that only proper aging can bring, Tattoo Tequila Añejo is truly a tequila without peer. Tattoo Tequila Añejo presents a full vanilla and caramel nose that quickly gives way to woody notes on the palate complemented by hints of honey and chocolate. A long, delicate finish makes Tattoo Añejo a drink best enjoyed on its own. Expected release is in 2017.

**Tattoo Tequila Extra Añejo**
Aged for a minimum of 3 year in oak barrels of less than 200 liters, for those who appreciate the deep, robust flavor that is more cognac-like than resembling a tequila, Tattoo Tequila Extra Añejo is truly a magnificent spirit and an expression that is both elegant and complex. Expected release 2019.

TEQUILA PRODUCTION CAPACITY

Our distillery – Tequila las Americas – has sufficient capacity to meet projected demands from the Company. In fact, the current capacity of the distillery is sufficient to supply many multiples of the projected year 3 demand (approximately up to 100,000 cases) and the distilleries can expand capacity if necessary.
TATTOO TEQUILA TEAMS UP WITH TOP U.S. DISTRIBUTORS

Tattoo Tequila’s is distributed currently in 13 markets by the largest wine & spirits distributors in the United States which include: Southern Glazer’s Wine & Spirits, Republic National Distribution Company, Heidelberg Distributing Park Street and Estate Brands.

CURRENT DISTRIBUTION FOOTPRINT

Southern Glazer’s Wine & Spirits
Hawaii, Arizona, Arkansas, New Mexico

Park Street
California, Florida, New Jersey, New York

Republic National Distribution
Oklahoma, South Dakota

Heidelberg Distributing
Ohio – Control State

Estate Brands
Colorado

West Coast Wine & Spirits
Nevada
## TATTOO TEQUILA SALES & MARKETING

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TATTOO TEQUILA “SWAG” HAS BRAND SWAGGER
Branded barware and apparel which brandishes our iconic stylized skull is loved by the masses.

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<td>and Tattoos of Course!</td>
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TATTOO TEQUILA – TEQUILA BAR

Having a brick & mortar branded bar in a strategy to drive the brand, sell tequila and branded merchandise is an important long-term objective. These types of initiatives have done well for brands such as Sammy Hagar’s Cabo Wabo and Brew Dogs. The concept was originally developed as a project for a MGM Las Vegas property as part as the re-branding strategy of The Monte Carlo Hotel & Casino on the Vegas Strip and is still pending.

TATTOO TEQUILA MEDIA

We live in a streaming world and will engage our current and future customers by producing original video content for both Television and Social Media Programming. Made In Tequila—an original reality series—follows our company as we grow and introduce our brand across the country.
HIGH PROFILE SPONSORSHIPS AND EVENTS

Tattoo Tequila shall continue to seek out high value sponsorship opportunities that will deliver a high ROI and drive sales.

75th Sturgis Motorcycle Rally
Tattoo Tequila first marketing initiative was our market launch as “The Official Tequila” of the 75th Sturgis Motorcycle Rally in August 2015. Tattoo Tequila had a major market presence that included at the Tattoo Tequila Tasting Pavilion and Branded Bar, banners across main street and end cap positioning at The Sturgis Liquor Store and positioned at bars and retailers throughout the region.

Sturgis Buffalo Chip & Concert Series
Tattoo Tequila displaced Patron as the Official Tequila of the legendary Sturgis Buffalo Chip Concert Series at the 76th Sturgis Motorcycle rally. The Tattoo Tequila 48’ x 20’ Billboard was prominently displayed at the main stage and viewed by hundreds of thousands of Concert attendees who came to see the likes of Willie Nelson, Lynyrd Skynyrd, Three Doors Down, Kid Rock and Miranda Lambert.

LA Coliseum – Los Angeles Rams
Official Tequila Sponsor of The National Football League (NFL) Los Angeles Rams. Tattoo Tequila is proudly featured in our Tattoo Tequila cocktail tent and branded bar on the main concourse and bars throughout the LA Coliseum.

Bikes Blues & BBQ
Official Sponsor of Bike Blues & BBQ in Fayetteville, Arkansas. Third largest Motorcycle Rally in the United States. Positioned Tattoo Tequila tasting pavilion and branded bar next to the music venue Stage.

Arizona Bike Week
Official Tequila of The Buffalo Chip Saloon. Tattoo Tequila Tasting pavilion and branded bar positioned at bull riding stadium.

Treasure Island SUP Paddle Race
2016 Harley Davidson Dealer Show
Motorcycle and motor clothing unveiling after party sponsor. Red Rock Harley Davidson, Las Vegas Nevada.

Official Tequila Sponsor Realities Ride & Rally

Launch Party at Dougherty’s Irish Bar & Restaurant
Colorado’s top Irish Pub in Denver’s trendy Broadway.

Official Tequila Sponsor Breast Cancer Awareness & Fashion Show
Fund raiser in Denver, Colorado.

Harley Davidson Rocktoberfest
Red Rock Harley Davidson in Las Vegas, Nevada.
HIGH PROFILE SPONSORSHIPS AND EVENTS

On-Premise Events

Fleetwood’s on Front Street, Cuatro de Mayo
Tattoo Tequila Launch Party Lahaina, Maui

Red Rock Harley Davidson – Official Tequila Sponsor
All Scheduled (HOG) Harley Owners Group rides & dealer events, Las Vegas, Nevada

Official Tequila Tasting and Swag Parties

Hussong’s Cantina – Mandalay Bay, Las Vegas, Nevada
Hussong’s Cantina – Silver Legacy Reno, Nevada
Dirty Dog Saloon Arizona Bike Week Party, Scottsdale, Arizona
Dirty Dog Saloon 13th Anniversary Party – Scottsdale, Arizona
Hideaway Saloon, Arizona Bike Week Party, Cave Creek, Arizona
The Roadhouse, Arizona Bike Week Party, Cave Creek, Arizona

Trade Conventions and Events

Sponsor of “Taste of the Industry” and Exhibitor Wine & Spirits Wholesaler’s of America (WSWA), Annual Convention & Expo in Orlando, Florida and Las Vegas, Nevada
TATTOO TEQUILA SPOKES MODELS

Tattoo Tequila spokes models will participate in sponsored events and charity promotions.
ON-PREMISE KEY ACCOUNTS
NFL Los Angeles Rams – LA Coliseum
Los Angeles, California
The Sturgis Buffalo Chip
Sturgis, South Dakota
Hussong’s Cantina – Mandalay Bay Resort & Casino
Las Vegas, Nevada
Tacos & Tequila – Luxor Casino & Hotel
Las Vegas, Nevada
Weston Kaanapali
Maui, Hawaii
Fleetwood’s on Front Street
Lahaina, Maui
Roy’s Restaurant
Big Island and Oahu, Hawaii
Lefty O’Doul’s
San Francisco, California
Lava Lava
Big Island, Hawaii
Sangrita Cantina
Maui, Hawaii
Trump National Golf Course
Bedminster, New Jersey
Rat’s Restaurant
Hamilton, New Jersey

RETAIL KEY ACCOUNTS
Costco Wholesale Stores (7)
Oahu, Big Island, Kauai and Maui, Hawaii
State of Ohio – Control State
48 Retail Stores
Lee’s Discount Liquor Stores (20)
Las Vegas, Nevada
Buy-Rite Wine & Spirits (3)
New Jersey
Total Wine & More (3)
Las Vegas and Reno, Nevada
Tipsy’s Liquor World
Littleton, Colorado
Parker Payless
Parker, Colorado
MARKETING AND SALES PROCESS

1. Review existing territory & identify potential territory
   Review markets statistics, potential and existing accounts and relationships.
   Develop financial budget for promotion and operational costs.

   Develop a list of prospects
   Bars, restaurants, nightclubs, hotels and retail liquor stores.
   Construct a specific “territory marketing plan & budget” for the territory for both 90 day and long term plans.

2. Identify new distributors or review existing distributor relationship
   Research various distributors in a potential market.

   Meetings with distributors
   Quantify the number of brands that they represent and specifically how many tequila brands that currently represent
   Gather information about their sales team and structure and how they support their brands
   Discuss participation in sales meetings for distributor’s representatives
   Conduct on-going training and “joint appointments” for distributor reps with tattoo tequila team.
   Finalize pricing structure for purchase from tattoo tequila and resale to on-premise accounts and retailers
   Once distributor relationship is finalized prepare a “territory marketing plan”

   Top priority is to work synergistically with distributor to ensure “pull through” of product which will lead to consistent
   orders of newly listed product.

3. Client relationship management

   Bars, nightclubs, restaurants, hotels, casinos and cruise lines
   Provide appropriate training materials and sell sheets
   Participation at promotional events. where applicable use “Tattoo Tequila girls”
   Client location: bar buys, tequila tasting samples and staff sales incentives where allowable
   Giveaways
   Point-of-sales items: bar mats, shaker sets, coasters, temporary tattoos, bottle openers, shot glasses, led signs,
   posters, table tents, mirrors and menu boards

   Retail stores and duty free shops
   Professional tastings
   In-store hand selling
   Point-of-sale items: custom display cases , end caps, posters and shelf-talkers & led signs

   Brand awareness
   Participation in industry events and non–industry events
   Social media advertising
   Radio advertising
   Trade publications
   Targeted cable TV advertising
INDUSTRY RELATIONSHIPS

Parkstreet Imports

The Company has entered into an agreement with Park Street Imports which shall provide a bundle of industry services to the Company including: importing & wholesaling permitting, compliance, regulatory, accounting and back office operations, importing and distributor logistics and warehousing.

THE MARKET

Tequila’s Stunning growth in the United States. Tequila production out of tequila producing region of Jalisco Mexico is reported to by up 17% YTD as of October 1, 2016.

The most successful part of the United States tequila market in value-growth terms remains the ultra-premium sector. International drink companies believe that tequila has further significant growth potential. According to The Distilled Spirits Council of the United States, tequila sales reached 13.8 Million cases in 2014.

Over the years, tequila consumption in the United States has broadened from being primarily centered on the Margarita cocktail, creating growth opportunities for products such as sipping and aged tequilas. The traditional tequila brands are developing new tequila lines that are distinguished by the high quality of ingredients, from the ripest Agave to the type and classiness of the bottle to the processing methods and time aging of the tequila. This evolution of tequila has pushed the different tequila brands to come up with their best tequila types to introduce to the market.

INDUSTRY AND COMPETITION

The Tequila Industry

The Mexican spirit of tequila has grown exponentially due to the different tequila brands, and types of tequila and trendy tequila drinks that have evolved in recent years to the point that some people dare to call it the “New Vodka.” According to the Wine Enthusiast, Tequila was considered an oddity with a naughty image before the 1990s. It has become a polished mainstream libation in the span of one generation. Where a standard 750 Milliliter bottle of tequila once sold for $12, now there is a plethora of $75 ultra-premium brands. The trend of tequila is exponential and in the last 10 years tequila has become, hip, chic, trendy and extremely popular found in all night clubs, bars, lounges, and restaurants. Doing shots of tequila or drinking cocktails that are tequila based at the bar is a very common thing for all demographics and across all markets.

There has been a significant amount of investment in the category by multinationals in recent years, notably Beam Global’s acquisition of the Sauza brand from Allied Domecq, though Pernod Ricard, in 2005, and Brown-Forman’s acquisition of Herradura at the beginning of 2007. These deals respectively involved the 2nd and 4th largest tequila houses. Brown-Forman followed its purchase of Herradura by acquiring the remaining portion of the global trademark for the Don Eduardo premium Tequila brand from the Orendain Family.
More recently there has been another trend in the United States, the report points out, which ironically centers on white/silver tequila rather than the darker, aged and more expensive offerings. "Twenty years ago white tequila was perceived as low-grade but the perception in the United States has changed," the report states. "Many consumers now prefer white tequila as it is a bit less challenging and easier to drink, especially for those already used to white spirits such as vodka and gin." In essence, this allows tequila to compete with vodka in certain United States Markets; particularly the East Coast of the United States. However, tequila is probably the most misunderstood spirit out there, because tequila is a complex spirit, and it can be compared to wine and not vodka. The reason for this is that tequila comes in different styles, and types of tequila and the essence of tequila depends on the taste, the earthly aroma, the oak smell, the purity of the Blue Agave, the sharpness the bite, the strong finish or the smooth finish of the alcohol, and how spicy, mild, or woody the tequila is. All these factors determine the intensity and effect of the tequila brands and tequila types and in turn determining the best tequilas, whether the tequila is a Blanco or Silver, Reposado, Añejo or Extra Añejo

COMPETITION

There are over 400 brands of tequila selling in the United States. Most brands are small with the top ten brands controlling approximately 85.6% of the market. Companies that market multiple spirits brands sell most tequila. A company that produces one brand of tequila owns patron tequila. Patron has been by far the fastest growing brand, with 74.8% growth in 2006. Patron took over Sauza as the #2 most-popular tequila in the United States in 2007. Most market research surveys that the Company have conducted among bartenders have indicated that they credit Patron’s popularity to building consumer awareness via advertising and marketing and not by virtue of the quality of it’s product.

More recently, newer brands have been growing at very fast rates and we believe that there a huge opportunity as craft spirits are now coming of age and could expect a boom that has been recently experienced in the Beer sector.

Brands like Avion Tequila have grown to 141,000 annual cases sales from 2012–2015 and Casamigos have grown to 88,000 annual cases from 2013–2015.

Epsolon Tequila has grown to 145,000 annual cases from 2012–2015.
Below are primary competitors and a summary of their main activities in relation to the spirits and wine industry.

**Diageo PLC**
Formed in 1997 as a result of the merger between Grand Metropolitan Public Limited Company and Guinness PLC, is one of the world’s leading consumer goods companies and the world’s largest spirits company. Diageo’s brands include Smirnoff Vodka, Smirnoff Ice, Johnnie Walker Whiskey, Gordon’s Gin and Bailey’s Liqueur. In 2001, Diageo agreed to purchase a number of brands from the Seagram’s Wines and Spirits business, including Captain Morgan Rum and Crown Royal Canadian Whiskey.

**Allied Domecq**
English-based company bought on July 26, 2005 for $12.8 Billion by Pernod Ricard ($7.9) And Fortune Brands ($4.9). The portfolio of premium branded spirits that Pernod acquired includes Ballantine’s Scotch Whiskey, Kahlua Liqueur, Malibu Rum, Beefeater Gin and Tia Maria Liqueur. Fortune acquired Canadian Club Whiskey, Sauza Tequila, Courvoisier Cognac, Clos Du Bois Wines and Maker’s Mark Bourbon.

**Pernod Ricard**
A French spirits group, is now the world’s second largest spirits company. Their premium brands include Ricard, Pastis 51, Pernod, Jameson Irish Whiskey, Havana Club Rum and Jacob’s Creek Wine. In 2001, Pernod Ricard purchased a number of brands from the Seagram’s Wines and Spirits business, including Chivas Regal Whiskey, Martell Cognac and Seagram’s Gin.

**Fortune Brands, Inc.**
A United States consumer brands company whose division devoted to spirits and wine is now the world’s 4th largest spirits company. Its principal brands are Jim Beam Bourbon, Dekuyper Liqueurs and Geyser Peak Wine.

**Brown-Forman Corporation**
Produces the premium brands of Jack Daniel’s, Southern Comfort and Canadian Mist and distributes Finlandia Vodka. It derives its spirits profits primarily from the United States. It cooperates with third parties for the distribution of its products outside the United States. Brown-Forman also maintains a large premium wine business, which includes Fetzer Wines and Korbel Champagne.

**Bacardi-Martini Inc.**
Produces the premium brands of Bacardi Rum, Martini Vermouth, Dewar’s Whiskey and Bombay Gin. Bacardi-Martini also produces Bacardi Breezers, a line of ready-to-drink products and recently acquired Grey Goose Vodka.
INDUSTRY ACQUISITION ACTIVITIES

The continued acquisition activity of newer brands by major suppliers confirms the ongoing trends of high profit exits in the ultra-premium spirits category. We project that Tattoo Tequila could be on the M&A industry radar once we cross 10,000 annual case sale mark.

Constellation Brands acquired Casa Noble Tequila in September 2014 for an unreported amount.

Pernod Ricard acquired an additional % equity interest increasing its stake to 84% in Avion Tequila for reported almost $100 Million and reported annual case sales in 2014 were 136,000

Diageo & Cuervo Swap brands: Bushmills Whiskey for Don Julio tequila in 2014
Diageo also paid $408 Million in cash to Casa Cuervo

Diageo purchased 50% of the Kettle One Brand in March 2008, for $900 Million
$950 per case x 1,900,000 cases, 50% interest

Campari purchased an 80% interest valued at $80 Million for Cabo Wabo created by Sammy Hagar
$1.420 per case x 70,000 case volume

Constellation Brands acquired Svedka Vodka for $384 Million in 2007
$349 per case x 1,100,000 case volume

Bacardi acquired 42 below in 2006 for $91 Million
$850 per case x 107,000 case volume

Bacardi acquired Grey Goose for $2.3 Billion in 2004
$2,300 per case x 1,000,000 case volume

Moet Hennesey acquired Ursus Vodka for $258 Million
$648 per case x 400,000 case volume

Campari acquired Skyy Vodka for $793 Million
$485 per case x 1,600,000 case volume

Heaven Hill Distilleries acquired Hypnotic for $87 Million
$968 per case x 90,000 case volume
MANAGEMENT TEAM

"TEQUILA JOHN" ATANASIO - FOUNDER AND CEO

“Tequila John” has executive management oversight over all business operations including, Tequila distillation and product development, brand creation, corporate finance and strategy, business development and sales, promotions and media productions.

Professional Executive Experience includes
Managing and Gallery Director of Martin Lawrence Galleries, one of the largest fine art galleries in the United States.

Advisor to Milestone Brands, a Wine & Spirits Company that created and marketed celebrity promoted brands which included: Bracco Wines with Lorraine Bracco, Wild Shot Mezcal with Toby Keith, Halo Champagne with Lil Wayne and Sizzurp.

President of LIK MEDIA & LIK USA, the largest fine art photography gallery chain in the United States with over $40 million in annual sales. Co-creator of an action adventure reality series, “From the Edge with Peter Lik” featuring Australian photographer, Peter Lik. Co-produced with NBC Peacock Productions and distributed on the Weather Channel.

CEO and Founder of Netsurf and e-Business Partners, early Internet industries pioneer and leading venture funded interactive agency and technology incubator.

Wall Street Financial Consultant and Principal.

RUBEN RODRIGUEZ - MASTER DISTILLER AND DISTILLERY OPERATIONS

Mr. Rodriguez manages all aspect of the distillery operations including: Agave harvest and selection, product development, Tequila production and quality control, Mexican Government regulatory compliance, licensing & inspections, vendor relations, USDA organic certifications, transportation and Logistics.
ROBERT C IMBER, ESQ. - FOUNDER AND CORPORATE COUNSEL

Mr. Imber is responsible for corporate legal affairs, intellectual property, licensing and regulatory affairs and general legal matters for Tattoo Tequila.

Director and Founder, the Pop Art Museum, a Non-Profit 501 (c)(3).

Mr. Imber’s San Francisco attorney practice has been established since 1981 and a panel member and lecturer for the California Lawyers for the Arts for over 20 years. Mr. Imber was the Founding Director, President of the Board of Directors of Pathways for Kids, Inc., a San Francisco Non-Profit. His contributions led to the organization’s leadership receiving the prestigious Jefferson Award in 2007.

JOSEPH BOSWELL - CREATIVE DIRECTOR

Mr. Boswell leads the creative and design teams to create and distribute the Company’s brand strategy, online and social media initiatives, designing distributor and retail promotional materials and to create and develop ad campaigns and merchandising lines.

Mr. Boswell has over 21 years experience in branding, design, photography, marketing and advertising.

Creative and Brand Director for LIK USA and LIK MEDIA representing fine art photographer Peter Lik. Led a team in producing a wide array of sales and marketing collateral, retail products, web and application design for world-renowned photographer Peter Lik. Responsible for conceptualizing and executing a cohesive and unique brand across 13 galleries outlets.

Vice President of Creative for Las Vegas’ largest nightclub and restaurant purveyor, The Light Group (LG). Oversaw a team responsible for the creation and management of branding, print and online advertising, video, collateral and outdoor design for 24 venues. LG properties managed included: Haze and 1 Oak Nightclub; Yellowtail Japanese Restaurant and Kumi Japanese Restaurant by Celebrity Chef Akira Back as well as Cirque de Soleil collaborations; Light Nightclub and Revolution Lounge.

Creative Director for Greenspun Media Group (GMG), Nevada’s largest publisher. Led a team creatives in the creation of corporate branding and marketing efforts as well as client advertising. Responsible for visual brand management for corporate and individual publications, publication design and direction, branding design, collateral and print and outdoor advertising. GMG brands managed included: Vegas Magazine, Las Vegas Magazine (annual circulation of 9 Million copies) and Las Vegas Weekly.

Group Lead Designer for SK+G Advertising, an agency specializing in the luxury hospitality industry. Managed high-profile accounts as well as emerging brands. Responsible for brand management, package, publication, identity and collateral design and print and outdoor advertising. Clients managed included: MGM Mirage, Wolfgang Puck, Nevada Cancer Institute and Pinnacle Entertainment.
INTELLECTUAL PROPERTY AND TRADEMARKS

Tattoo Tequila produces and markets branded goods and is therefore substantially dependent on the maintenance and protection of its trademarks. The Company also anticipates that it will hold licenses and trade secret product formulations, as well as having substantial trade knowledge related to its products.

Mexico is the only country where the distilled spirit using the name “Tequila” may be produced. Under Mexican Law, use of the descriptive word “Tequila” is limited to distilled Agave products produced in a limited geographic region.

On October 12, 2011, Tattoo Tequila Inc. was granted the use and authorized by the Mexican Government Agency, Consejo Regulador Del Tequila, A.C. (“CRT”), charged with regulating the tequila industry, the Mark #85270290 and designation of “Tattoo” for the country of the United States of America, which further authorizes the use of designations of origin tequila.

The Company having further satisfied the requirements of Article 175 of the Industrial Property Act and is further registered with the Resolution Number 579. On January 25, 2012, Tattoo Tequila Inc., received official Mexican Governmental label approval from the CRT for the first label designs of Tattoo Tequila Blanco, Reposado and Añejo Tequilas. As result, the Tattoo Tequila brand and marks are protected under Mexican Law.

The Company has also received United States Label Approvals (COLAS) Filed under its Affiliate’s Anarchy Brands, LLC Importers & Wholesaler Permit with the Alcohol and Tobacco Tax and Trade Bureau (TTB) for its Blanco, Reposado and Añejo tequilas.

The Company Founder, John Atanasio has filed United States Trademark Applications specifically on the name Tattoo Tequila and he has received a United States Trademark for the logo that includes its unique stylized skull, the TT element in the skull and unique font. Atanasio has additionally received the Trademark on “Everybody Loves The Skull” and “Love The Skull.” The Intellectual properties herein described are marks are owned by Atanasio solely and are being made available to the Company via an annual license agreement. Mr. Atanasio is additionally providing the Company via a separate annual license agreement multiple intellectual properties that shall be leveraged by the Company including; television programming, commercial campaign ideas, scripts, jingles, other marks and a number of Internet domain names that shall be used for the official Company website, product/brand specific and promotional websites.
INDUSTRY REGULATIONS

The Tequila industry is highly regulated by the Mexican Government agency called the Consejo Regulador del Tequila (CRT) which regulates the manufacturing of tequila and all production in approved factories in the Jalisco territory of Mexico. Furthermore, the CRT ensures compliance with the strict rules of tequila production. Only after meeting the CRT requirements can the factory put the “Tequila” label on the bottle.

The company is also subject to United States Alcohol Regulations as set by the Alcohol and Tobacco Tax and Trade Bureau (TTB) and State and Federal Regulations.

EXIT STRATEGY

Acquisition by and Industry Leader. Our objective is to build Tattoo Tequila to the point we can provide our shareholders with a stellar total return.

Merger & Acquisition (M&A) activity is high as industry leaders with strong cash positions are always looking for brands that fill a portfolio or market need.