



[OUR TEQUILAS](#) [COCKTAIL RECIPES](#) [OUR STORY](#)



## Are you ready?

We hope this finds you and your family healthy and well. At PaQuí, we're excited that the restaurant and bar industry is now seeing the light at the end of the Covid-tunnel, and we're anticipating a strong second half of 2021 as the major markets steadily reopen.

We are also launching into spring with some exciting news. The SEC (Security & Exchange Commission) has raised the offering limit in Regulation Crowdfunding, such as on StartEngine, from \$1.07 million to \$5 million effective yesterday, March 15, 2021.

Given the rapid success of our 2020 raise and investment potential, StartEngine has invited PaQuí to be in the initial batch of companies they launch to raise this amount.

We have great reasons to reinvest the time and energy into this new campaign as not to lose momentum as the country opens up.



### Why we are raising \$5M

As you likely know, the **cost to compete in the heavily branded, luxury spirits category is very high**. The brands that control 90% of the market are each worth billions and are marketed by multi-billion dollar corporations.

While we have confidence in carving out a solid share of this market for PaQuí, it is still a long term brand-building effort that necessitates **increased spending on digital media and sales programs** to build drinker awareness and trial.

Beyond the marketing costs, **we need working capital to produce the tequila** to supply distributors and retailers nationwide. PaQuí is currently only competing in five states, and getting bottles into every state means a big increase in inventory costs.

While we may have to spend close to \$1M on digital advertising and marketing efforts to hit the \$5M goal, we consider this a solid investment because the campaign outreach significantly builds awareness among an enthusiastic tequila-loving audience and boosts sales. We are also planning on TV ads to be aired on a cable network(s) in April. This new raise will change the game for PaQuí. It will provide brand-building resources and open a wide array of new opportunities for the brand.

We expect our StartEngine campaign to be operational in terms of accepting investments around April 8th. In the meantime, you can reserve to invest on StartEngine's PaQuí campaign preview page. Click on the "RESERVE NOW" button below to learn more.

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### 2020 PaQuí Highlights

- 84% growth in PaQuí revenue despite the negative impact from Covid shutdowns.
- Introduction of new mezcal brand Lejana Y Sola that continues to get a strong response in NY, FL, and CA.
- Made major advances in digital advertising that initially drove the oversubscribed StartEngine campaign to its maximum level.
- Since then, we have added Google ads, SEO-optimized blogs, email marketing, PR, and e-commerce capabilities to our sales-optimized site, allowing us to reach customers in 40 states plus Washington D.C. (in 2019, we were only available mostly in New York City!)
- Successful expansion into some of tequila's biggest states: CA, FL, and GA.
- The third largest distribution partner in the NYC metro region is lined up for June 2021.
- Strengthened our supply chain to deal with widespread glass shortages in Mexico by having the flexibility to choose up to three glass suppliers.
- We received amazingly positive feedback on the PaQuí brand and liquid from investors who sampled it. Thank you for your ambassadorship, too.



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