

Language Clause

The French version of this document is the original version.
In case of any discrepancy or interpretation issue, the French version shall prevail.

Key Information Document – Acquisition of a Tequila Cask

1. Purpose of the Document

This document aims to present, in a clear and transparent manner, the acquisition of tequila casks.

It concerns a commercial transaction involving physical goods, and not a financial product, investment instrument or regulated investment.

2. Nature of the Asset

The casks contain 100% agave Tequila Blanco, produced and aged in the certified region of Jalisco, Mexico.

Each cask is a unique physical asset, registered in the name of its owner with the distillery and accompanied by an official ownership certificate.

Production and storage are supervised by the Consejo Regulador del Tequila (CRT).

3. General Acquisition Conditions

The offer relates to a new production filled in March 2025.

Key characteristics:

- Cask size: 200 litres
- 100% agave
- Artisanal production
- Initial alcohol content: approx. 55% ABV

The buyer becomes the full owner of the casks throughout the storage period.

4. General Acquisition Conditions

- Option 1 – 100% Free Market

All casks are allocated to the free market.

No contractual buy-back obligation applies.

- Option 2 – 50% Buy-Back / 50% Free Market

The acquisition is split between:

- casks subject to a contractual buy-back, and
- casks allocated to the free market.

This structure combines a defined exit option with market exposure, without any overall guarantee.

5. Casks with Contractual Buy-Back

Certain casks are subject to a buy-back commitment undertaken exclusively by TROMBA Tequila.

Item	Detail
Indicative purchase price per cask	2'225 USD
Contractual buy-back price	2'900 USD
Profit on sale	625 USD
Return on investment	~ 9.25% per year
Storage period	3 years
Buy-back commitment	TROMBA Canada Ltd

The buy-back commitment is undertaken exclusively by TROMBA Tequila.

AlpTrade Consulting is not a party to, nor a guarantor of, this commitment, and assumes no responsibility in case of delay or non-performance.

6. Free Market Casks

Free Market casks are not subject to any buy-back obligation.

Any resale depends on:

- market conditions,
- maturation level,
- remaining volume,
- actual ABV,
- demand at the time of sale.

Any values mentioned are illustrative only and do not constitute a forecast or guarantee.

7. Maturation and Natural Evaporation

During ageing, a natural phenomenon known as the “Angel’s Share” leads to an average evaporation of approximately 7% per year.

This evaporation:

- is inherent to the ageing process,
- is expressly accepted by the buyer,
- does not constitute a defect or compensable loss.

8. Storage and Insurance

Casks are stored at approved TROMBA Tequila facilities in Jalisco (Mexico).

Insurance covering major physical risks is included throughout the storage period at no additional cost.

9. Role of AlpTrade Consulting

AlpTrade Consulting acts exclusively as a consulting and administrative coordination entity.

AlpTrade Consulting:

- does not sell the casks,
- does not own the casks,
- assumes no economic responsibility,
- performs no personal or financial assessment.

All decisions rest solely with the buyer.

10. Legal and Tax Framework

The acquisition of tequila casks is a commercial transaction involving tangible goods.

It is not subject to FINMA, LSFIn or LEFin.

Tax consequences depend on the buyer’s individual situation.
Independent professional advice is recommended.

11. Key Points

- Physical asset, not a financial investment
- Nominative ownership
- New production (March 2025)
- Two structures: Free Market / partial Buy-Back
- No guaranteed return or value
- Economic risk accepted

12. Contact

For any additional information:

AlpTrade Consulting

Email: info@patc.ch

Web: www.alptradeconsulting.ch

Phone: (+41) 079 564 92 88



13. Information on Tromba

Tequila Tromba is an independent, artisanal spirits company founded on an international collaboration between Canada, Australia and Mexico.

Structure and Founders

The company was officially established in 2010–2011 by a group of passionate entrepreneurs and a renowned master distiller:

- **Eric Brass (CEO):** A Canadian entrepreneur from Toronto who conceived the brand after discovering high-quality tequila in Mexico.
- **Marco Cedano (Master Distiller):** Mexican co-founder and a respected figure in the industry. He led production at the prestigious Don Julio brand for 17 years before launching his own project.
- **Nick Reid & Jimmy Sherry:** Australian co-founders who contributed significantly to the brand's expansion, particularly in Australia and the United States.

Headquarters and Production

The company operates under a hybrid structure:

- **Head Office:** Toronto, Canada (96 Hillmount Avenue)
- **Production:** Distillation takes place at the Tequila El Viejito distillery in San Agustín, Jalisco, Mexico, ensuring compliance with denomination of origin requirements and traditional craftsmanship.

Sustainability Commitments

The company distinguishes itself through strong environmental initiatives:

- **Agave Rewilding Initiative:** In 2023, Tromba acquired 28 hectares in Zapotitlán de Vadillo to plant more than 6,000 agave plants of endangered species. These plants are not harvested but allowed to mature naturally to promote biodiversity and bat pollination.
- **Soil Restoration:** The company has also planted more than 10,000 native trees and plants to enrich the soil and restore local ecosystems.

Partnerships and Expansion

- **Distribution:** In 2022, Tromba signed a strategic partnership with Mark Anthony Wine & Spirits to strengthen its national presence in Canada. In the United States, the brand is imported by Royal Dutch Distillers.
- **Company Size:** The company employs between 50 and 200 people and remains one of the fastest-growing artisanal tequila brands in North America.

The Distillery: Integradora San Agustín

The production site houses Integradora San Agustín, S.A. de C.V. (often associated with or located near the historic Tequila El Viejito distillery).

It is here that Master Distiller Marco Cedano personally oversees the artisanal production of the brand.

Address: KM 8.3 Carretera Tototlán–Tepatitlán, Jalisco, Mexico

Product Range and Characteristics

Tequila Tromba is a premium tequila brand produced artisanally in the Highlands of Jalisco, Mexico.

Founded in 2010 by former Don Julio Master Distiller Marco Cedano and his son Rodrigo, the brand is known for its smooth, fruity and accessible profile.

The brand offers three main expressions, as well as special editions and a coffee liqueur:

- **Tromba Blanco:** Unaged. Features fresh aromas of lemon, eucalyptus and sea breeze. On the palate, notes of fresh herbs and white pepper with a surprising vanilla finish.
- **Tromba Reposado:** Aged 6–8 months in American white oak barrels (ex-bourbon casks). Nicknamed “The Soft Talker,” it offers aromas of shea butter, cocoa, roasted nuts and orange zest.
- **Tromba Añejo:** Aged 20–24 months. Displays a deep golden colour with complex notes of cherry syrup, dark chocolate, apple and star anise.
- **Additional Products:** The range also includes Tromba Cafeto (coffee liqueur), Tromba Cedano (anniversary edition aged in Pinot Noir barrels), and a handcrafted sparkling ready-to-drink Margarita.

Reviews and Reputation

The brand enjoys an excellent reputation among both enthusiasts and experts, particularly for its strong value for money.

- **Versatility:** Reviews from *The Rum Howler Blog* and *Drinkhacker* highlight that while it is excellent for sipping neat, its smoothness and pronounced agave notes make it an outstanding base for cocktails, especially Margaritas.
- **Smoothness:** It is often recommended to beginners looking to move away from overly sweet or “harsh” tequilas toward a more traditional yet approachable profile.
- **Awards:** Tromba has received several distinctions, including a Silver Medal at the San Francisco World Spirits Competition and finalist status at the Ultimate Beverage Challenge.

Estimated Pricing (Indicative)

Prices may vary depending on retailer and region (based on North American and European markets):

- **Blanco:** ~USD 40 (750 ml)
- **Reposado:** ~USD 50 (750 ml)
- **Añejo:** ~USD 60 – 75

Tequila Tromba is particularly popular in Canada, Australia and the United States.