

CERRAR

I N F U S E D T E Q U I L A

AT CERRAR, WE CREATE EXCEPTIONAL
TEQUILA BASED FLAVOURS CRAFTED
FROM THE FINEST MEXICAN BLUE AGAVE,
WHERE TIME HONOURED HERITAGE MEETS
CONTEMPORARY SOPHISTICATION.

DEFINED BY AUTHENTICITY AND REFINED
THROUGH INNOVATIVE DESIGN, OUR
COLLECTION IS CREATED FOR THOSE
WHO SEEK UNCOMPROMISING QUALITY,
DISTINCTIVE CHARACTER, AND AN
ELEVATED TASTING EXPERIENCE.

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THE FOUNDER



THE ARTISAN INFUSED TEQUILA SPIRIT COLLECTION
FOUNDED BY JAMES LOCK WITH FLAVOURS COMPOSED
BY AN AWARD WINNING AND GLOBALLY RENOWNED
MASTER DISTILLER.

EACH FLAVOUR PROFILE TO HAVE A UNIQUE TASTE
AND AROMA CREATED WITH THE MOST PREMIUM OF
INGREDIENTS AND PROCESSES.

THE ELEGANT BUT IMPACTFULL BRANDING AND BOTTLE
STANDS ALONE IN THE SECTOR AS STRIKINGLY BOLD
AS IT IS EQUALLY DELICATE TO REPRESENT THE TRULY
UNIQUE LIQUID INSIDE.

FLAVOUR INFUSED TEQUILA MADE WITH THE FINEST MEXICAN BLUE AGAVE AND NATURAL FRUIT FLAVOURS

PIÑA

The luscious burst of pineapple, with a delightful balance of fresh tropical allure and vibrant, tangy zest.

Perfect in a tumbler over ice or mixed with sparkling wine and soda for a decadent cocktail.



POMELO

The distinct taste of grapefruit, where zesty citrus notes dance with a fresh minerality and a smooth, lingering finish.

Perfect in a tumbler over ice or as part of a Paloma cocktail

CERRAR

SIGNATURE SERVE THE COCKTAIL

CERRAR SPRÉSA combines Cerrar flavour-infused tequila with fine sparkling wine and a light soda finish, completed with a fresh citrus garnish.

The profile is effervescent, refreshing and structured, delivering tequila's warmth in a more sessionable expression. It is designed for extended social occasions day to early evening where guests favour lighter but premium serves.

This is not a reinterpretation of an existing spritz, it is a brand new innovative sparkling tequila ritual in its own right.



CERRAR

IN THE SPOTLIGHT

A BRAND BUILT TO BE NOTICED — AND TO SELL.

LIQUID QUALITY

Flavours by an award-winning master distiller — premium ingredients, serious credibility behind the label.

ICONIC PACKAGING

The sculptural teardrop bottle stands alone on any back bar. Designed, literally, to be noticed.

SHARP POSITIONING

Premium but approachable, flavour-led agave — Mordilona & Pomelo fill a gap the big tequilas don't.

FOUNDER INVOLVEMENT

James Lock is hands-on — in venues, at launches, building the brand alongside the trade.

CUSTOMER APPEAL

Flavour-first and unmistakably photogenic — built for the Gen Z & Millennial guest driving the category.



CERRAR

THE OPPORTUNITY

A CATEGORY ON THE RISE —
AND PREMIUM IS WINNING.

GLOBAL TEQUILA MARKET :

+9.5%

CAGR · 2024 → 2030

\$11.49bn

2024

\$19.76bn

2030 (EST)

68%

Of agave volume is mass-tier today
— but premium is the
fastest-growing segment, at ~9.96%
CAGR.

9%

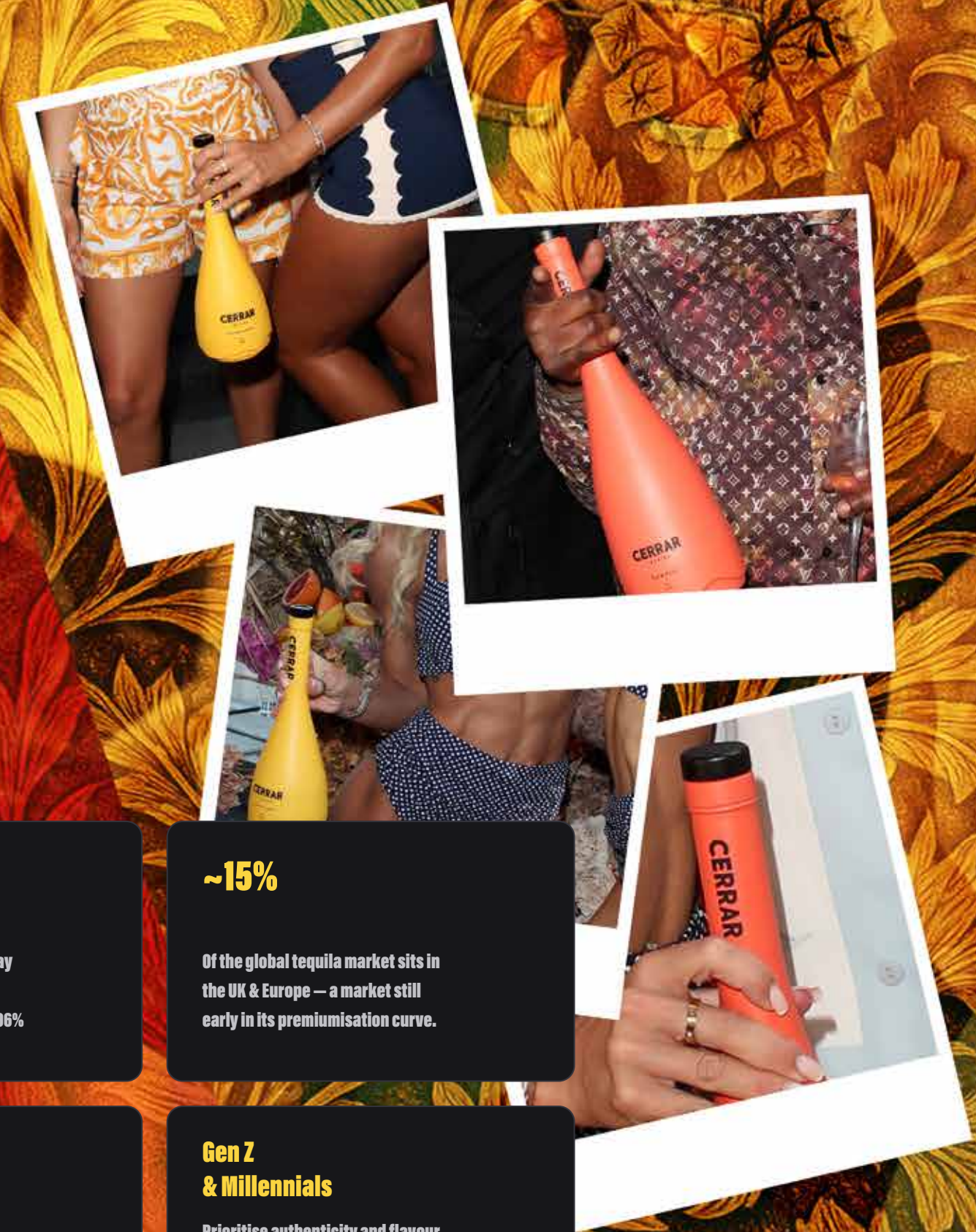
Of US tequila volume is now
flavoured, up from 5% five years
ago — the exact space Cerrrar owns.

~15%

Of the global tequila market sits in
the UK & Europe — a market still
early in its premiumisation curve.

Gen Z
& Millennials

Prioritise authenticity and flavour
over brand loyalty — a perfect fit for
a story-led, flavour-first brand.



CERRAR

SOCIAL MEDIA

OUR REACH

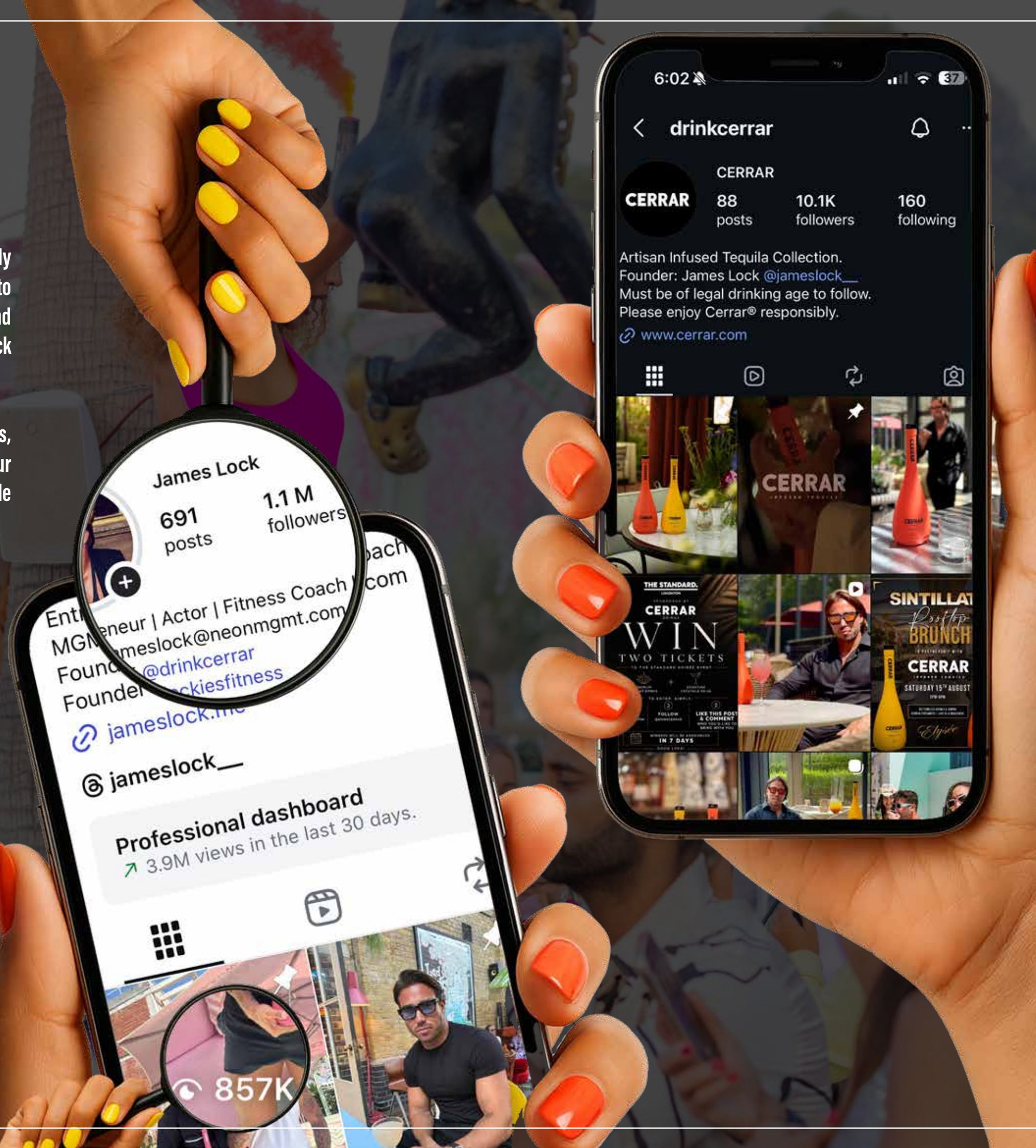
CERRAR's social media pages have been thoughtfully designed to engage consumers who are drawn to visually appealing content, product highlights, and lifestyle storytelling rather than traditional stock product imagery.

It serves as a key tool for building brand awareness, driving consumer interaction and expanding our digital reach in partnership with James's considerable social media footprint.

FOLLOW
@drinkcerrar

James Lock has built a powerful and highly engaged social media presence, successfully turning his prominent television profile into sustained digital influence.

With his loyal audience across multiple platforms, he consistently drives meaningful engagement through lifestyle content and brand collaborations, making him a valuable and impactful figure for CERRAR's media platforms.



CERRAR

FUTURE VISIONS

READY TO DRINK

The ready-to-drink (RTD) sector has become one of the most dynamic and fast growing segments in the alcohol industry, driven by consumers seeking premium, convenient, and high-quality cocktails either at events or on the move.

CERRAR INFUSED TEQUILA is uniquely positioned to capture this momentum.

Entering and expanding within RTDs is not simply about innovation in format, it is a strategic evolution that allows the brand to swiftly reach new consumers who either currently enjoy tequila, or are indeed new to the sector.

The first two proposed flavours will mirror the hero bottles in both taste and branding, creating a cohesive brand experience and maintaining continuity across the full product portfolio.



FOR VISUAL PURPOSES ONLY - FINAL DESIGN TBC
ANTICIPATED RELEASE LATE Q2 2026

CERRAR

THE FUTURE AN EVOLVING BRAND

The future for CERRAR, much like the products themselves, is exceptionally bright.

Built on a foundation of quality, innovation and clear brand vision, the company is entering an exciting phase of accelerated growth. The team remains relentlessly focused on evolving the product range, continuously researching, developing and refining future offerings to meet changing consumer preferences and global trends.

Supporting this ambition is a strong and strategically assembled board comprised of highly respected industry experts each bringing deep experience, insight and credibility within their respective fields. Their guidance not only strengthens governance and operational direction, but also positions CERRAR to scale sustainably and confidently.

Over the next 12 months, the roadmap is both bold and dynamic. A series of new flavour launches will expand the core range, appealing to wider audiences while staying true to the brand's identity.

Carefully selected brand partnerships will increase visibility and cultural relevance, aligning CERRAR with complementary names that enhance its premium positioning.

In addition, a thoughtfully curated merchandise line will further build brand loyalty and community engagement. Together, these initiatives mark the beginning of CERRAR's transition into the global market.

With innovation at its core and expert leadership behind it with clear strategic vision ahead, CERRAR is poised not just to grow, but to establish itself as a recognised international brand.



FOR VISUAL PURPOSES ONLY - FINAL DESIGN TBC

**WE WELCOME DISCUSSIONS AROUND NATIONAL LISTINGS, GROUP ROLLOUTS, SEASONAL
PARTNERSHIPS AND ACTIVATION PROGRAMMES.**

SOCIAL@CERRAR.COM

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