

TRUE FREEDOM FOR ALL



www.ReyalibreTequila.com

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AUG 2024

» TEQUILA + LIFESTYLE

Reyalibre



*From the agave fields of Jalisco, Mexico
Elevating the sipping experience.*

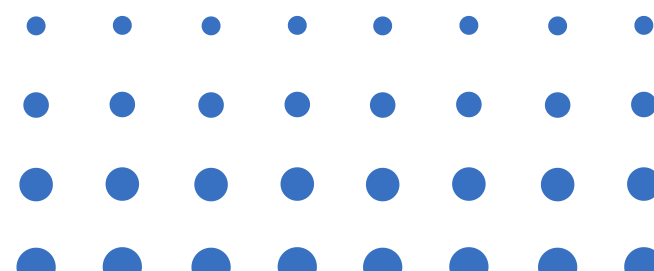
» ABOUT OUR VISION



Who are we?

We are Reyalibre, a brand created by and for free-spirited people that embody true freedom through adventure, travel, and enterprise.

Working with influencers and industry leaders in hospitality, LGBTQ+ community, artists, BIPOC, minority, women, public servants, thought leaders, and travel enthusiasts, we want Reyalibre to be known as: "The Freedom Tequila"



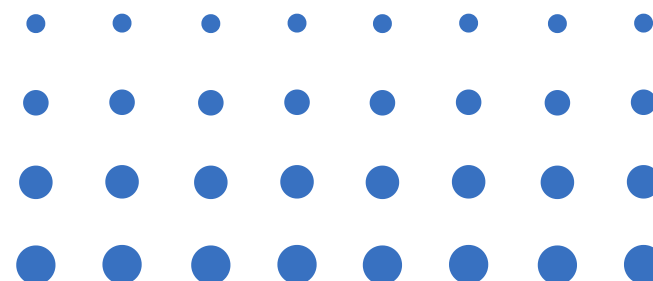
» ABOUT OUR MISSION



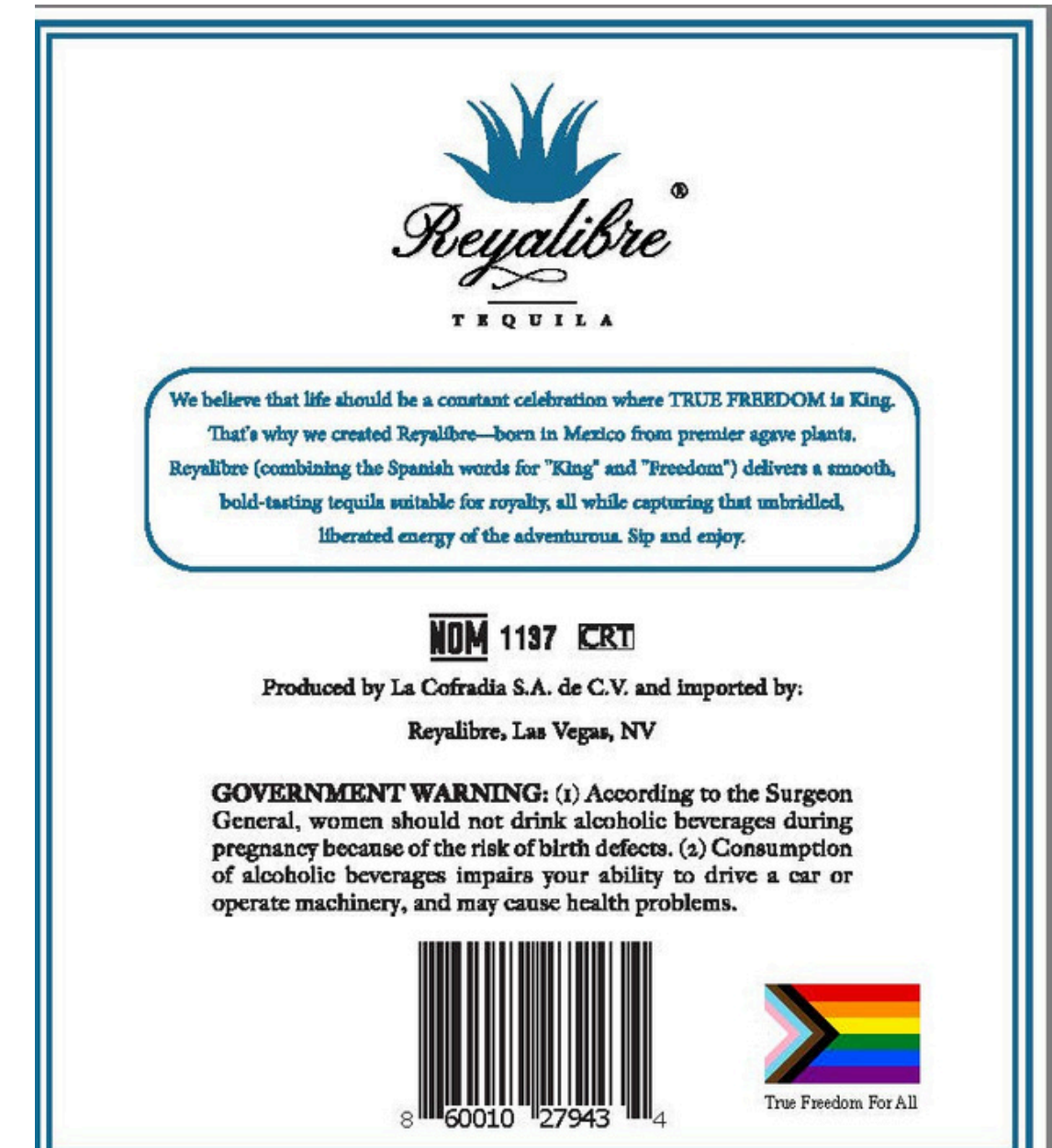
Our Mission

To build a liberated lifestyle brand that elevates freedom for our communities with premium, diverse tequilas that can be enjoyed --neat, chilled, or mixed.

Reyalibre is a celebration of freedom that allows us to take our time, enjoy the flavors, embrace our elevation from an oppressed past, and live in the moment with the ones you love.



REYALIBRE BRAND VISUALS





REYALIBRE

LIFESTYLE SOLUTIONS

Derived from the Spanish words "Rey" (King), "Real" (Real/True), and "Libre" (Free), Reyalibre encapsulates our belief in celebrating life's liberating adventures and tranquil retreats. It's the ultimate expression of True Freedom for ALL. Our brand offers solutions to those that struggle with the weight of historic oppression.

✓ **Minority** ✓ **Woman** ✓ **LGBTQ+ owned brand**

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Tequila

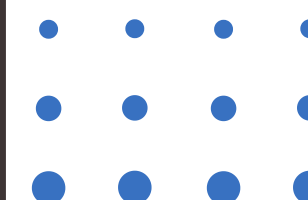
Our tequila is as diverse as its creators. Smooth enough for sipping neat, yet bold enough to shine in your favorite cocktail.

Luxury Merchandise

Experience the epitome of an adventurous, elevated, and liberated lifestyle with Reyalibre's luxury merchandise

Enriching Experiences

At Reyalibre, we curate rich-experiences promoting an elevated, free-spirited lifestyle around the world..



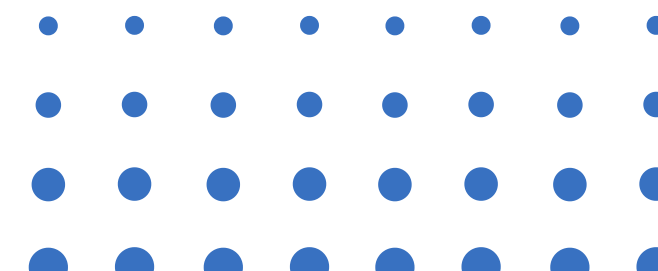


WHY US? OUR STORY



Born from a passion for exploration and a quest for the perfect tequila, Reyalibre is the brainchild of ultra-magnetic tequila connoisseurs Asiaa and E, who, after visiting over 30 countries, realized the need for a versatile premium tequila. Confronted by limited options during their travels, they decided to solve this problem by creating Reyalibre.

Crafted with care by master distiller Carlos Hernandez in Jalisco, Mexico, Reyalibre embodies true freedom in a bottle. As two African American women and LGBTQ+ entrepreneurs, our tequila is as diverse as its creators. Smooth enough for sipping neat, yet bold enough to shine in your favorite cocktail, Reyalibre represents a perfect balance of flavors meticulously perfected over years.





MEET OUR GREAT TEAM

“There's freedom in allowing yourself to be known and heard, in owning your unique story, in using your authentic voice.”

~ Michelle Obama ~

Our team is specially prepared and qualified to lead and execute the Reyalibre business launch plan while maintaining room to grow.



Asiaa Karriem, CEO

Asiaa is a co-owner of a 7-figure restaurant and has expertise in Spanish language and culture. She is also a travel and tequila enthusiast.



E. Jones, COO

E is a multiple startup CEO with three successful exits, the owner and CEO of a 7-figure restaurant, and an ATL nightlife personality with loyal connections to popular bars & restaurants.



Christina Brown, Media

Christina is a digital marketing entrepreneur who has facilitated the launch and success of multiple brands and is also a skilled photographer and videographer.

» OUR PROCESS

Reyalibre Tequila: Traditional Process in a Modern Industrial Factory



Mature agave plants are cut and cooked for 40 hours in masonry ovens before being shredded and separated into juice and fibers.

The juice is mixed with a local yeast blend and volcanic water, then distilled twice in stills with copper coils and stainless steel.

Reyalibre Reposado is stored for six months in bourbon barrels in a cool, humid cellar with mango trees before being bottled, labeled, packed, and shipped



Introducing *Reyalibre* to the Market





BRAND OVERVIEW

Reyalibre Tequila is not just a spirit; it's a movement that celebrates liberation in every sip. Our vision is to create a liberated lifestyle brand that redefines the tequila experience, catering to individuals who seek the freedom to enjoy tequila on their own terms—neat, chilled, or creatively mixed. Rooted in the spirit of adventure and the pursuit of genuine freedom, Reyalibre Tequila stands as a symbol of self-expression and authenticity.

Liberation

We celebrate the freedom to be oneself, to make choices without restraint, and to explore uncharted territories.

Authenticity

We honor individuality and encourage genuine self-expression, embracing all identities and walks of life.

Adventure

We believe in embracing life's journey and seeking out new experiences, making every moment an opportunity for discovery.

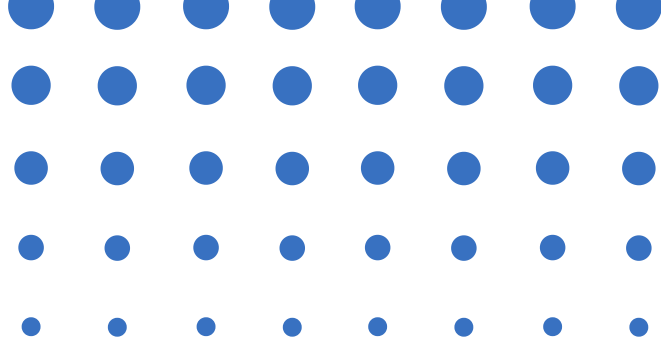
Inclusivity

We stand for inclusivity, embracing diversity and creating a space where everyone can be part of the celebration.

Quality

We are committed to producing tequila of the highest quality, ensuring that every sip is a testament to our dedication to excellence.





TOGETHER, WE CAN PROMOTE
“TRUE FREEDOM FOR ALL!”



THANKS
FOR YOUR ATTENTION

