

This Fast Growing Tequila Brand Just Dethroned Patron As The New “Boss” Of Las Vegas... And Today, Accredited Investors Are Being Offered A Private Deal On Terms That Won't Been Seen Outside Of An Invite-Only Event In Vegas October 21 & 22.

“Hold on, before you look at the pitch deck... just take a sip”

I'd just come home from Mexico.

Tequila was the last thing on my mind. But there was a big box from Fedex outside my front door marked fragile.

Inside were 5 carefully wrapped bottles of ultra-premium tequila, 4 of them recently won medals at the San Francisco World's Spirits Competition in both 2021 and 2022.

They quickly found a new home on my bar cart.

The setting sun backlit the bottles... little halo's over crystal clear bottles of silver and ultra du blanc, a golden hued reposado, a light amber anejo, and a deep caramel extra anejo... and suddenly tequila didn't sound like such a bad idea.

But I resisted the temptation, there'd be time for that later, and grabbed one more thing out of the box.

A pitch deck.

Because as much as I love a good drink, I'm way more interested in a good deal.

And considering that Casazul had just replaced Patron as the official house tequila in the Cosmopolitan hotel in Las Vegas.

And that Patron was acquired by Bacardi USA in 2018 for a staggering \$5.1 Billion dollars...

I was hyped on the potential that in Casazul I'd found both.

An hour later I was on a zoom call for a “virtual tequila tasting” with the VP of Business Development for Casazul, a small tequila company that’s been making big moves.

I had money questions... mostly, *“is this a deal where I can make some?”*.

But before Gary Herick, Casazuls VP of Biz Dev, would talk business he hit me with, *“Hold on, before you look at the pitch deck... just take a sip”*

So I did.

Oh, and about Gary. A former stockbroker and investment advisor, he’s also guided 3 private startups to exits in the past 10 years...

He’s been here before. And he’s just one part of the team putting on a masterclass in growing a new business.

I took another sip.

And I got it.

This is phenomenal stuff.

But would I consider putting my own money up in order to take a small stake in Casazul and trust them to execute a game plan toward a big exit (and a potential windfall for early investors like me) in a few years?

Hell yeah.

Because here’s the thing... *This is a company that’s already winning.*

And with the way they are growing, I can pretty much guarantee that this is the last chance investors like us are going to have a chance to get in on the highly favorable early stage investor terms they’re offering today.

Let me explain...

Here's how you take an upstart tequila company from \$0 to a wild payday via being acquired by a multi-billion dollar beverage titan in 5 steps.

Remember, I told you that Casazul is already winning.

By that I mean they've already got distribution (in 200+ locations as of writing), they're already making sales (double digit growth rates), and they've already made waves among spirits enthusiasts.

But more specifically I mean that they are already successfully wrapping up step 2 of their 5 part business plan.

Step 1: Craft and bottle a beautifully distinct, seductively sippable ultra premium range of tequilas and hit the road. Don't come home until you've won a ton of awards.

I already told you that this is exactly what Casazul has done.

Every single bottle Casazul has released has medaled except for their Ultra Du Blanc, and that's only because it's their newest line and hasn't been entered into a competition yet.

Between 2021 and 2022 they've won 3 bronze medals, 2 silver medals, a gold medal, and "double" gold medal for their anejo. Meaning every member of the judging panel anonymously gave Casazuls bottle a gold medal.

In other words they *dominated*.

And the spirits industry has noticed.

Step 2: Establish notoriety through celebrity endorsement.

It's not just a nice surprise that the Cosmopolitan in Vegas has appointed Casazul as their official house tequila.

And that the MGM and Caesars are coming on board too. With still more relationships in development.

This is by careful design.

You see, there's no shortage of celebrities cashing in on the fact that tequila is the fastest growing spirit in the US.

In fact, tequila is set to overtake vodka as the number one selling spirit in the US if current trends continue.

While other spirits have been losing market share, tequila sales have grown at a steady rate of over 4% a year over the past decade.

Better still, tequila sales are forecast to nearly double in the coming years from \$13 billion in 2021 to over \$24 billion by 2031.

And high end ultra premium tequilas, like Casazul, are the driving force behind that trend.

We are in a tequila boom - and that means that M&A in this space has heated up too.

George Clooney made an absolute fortune when his Casamigos brand was acquired by Diageo NA for \$1 billion in 2018.

Other celebrities like Kendall Jenner, Dwayne "The Rock" Johnson, and Sean "Diddy" Combs have also gone all in on their own upmarket tequila brands.

But Casazul is taking a different approach to gaining notoriety.

Instead of giving a huge piece of equity away to a celebrity, they've chosen Las Vegas itself as their "celebrity spokesperson".

And again, it's working.

Consider that in any given year, the equivalent of the entire population of Chicago passes through the Cosmopolitan.

More than 3.5 million.

You better believe they're drinking. And as I just showed you, every day more and more of them are choosing to drink tequila.

They're going to remember the new tequila they chose in Vegas

Right now, I'm giving you a choice too.

Join me for a private investor event with the founders of the luxury tequila brand moving the \$5 Billion Patron to the bottom shelf.

You've seen that we are in a tequila "boom"...

You've seen that mergers and acquisitions in this space are growing, and can be huge.

And that Casazul has already successfully executed on 2 steps out its 5 step growth to exit plan.

But I'm not going to show you their entire business plan here.

If you want the full details around the investment opportunity with Casazul, then come to Vegas in October.

If you want to meet and hang out in an easy going social environment with the team behind Casazul... then come to Vegas.

If you want to grill the analyst who brought me this deal about every excruciating detail behind the investment? Come to Vegas.

Oh, and of course, if you want to join us for a private tequila tasting... and how could you not... *then come to Vegas.*

Again, it's happening October 21 and 22.

We'll be meeting up at the Chandelier Bar in the Cosmopolitan Hotel on Friday night for drinks and hopefully get a chance to speak with the head of the beverage program there to get some insight into why they chose Casazul as their house tequila.

Then, at a nice and reasonable late morning hour, we'll head out on about a 5 minute car ride to a private residence owned by Casazul to indulge in a tasting of their entire award winning product line.

After that we'll get into the investment opportunity.

You'll see everything about this deal.

Every detail.

And be able to look the leaders of this team in the eye.

You'll be able to figure out if this is right for you or not.

This will be small, casual, and fun.

And it's also free to attend.

If you don't know me, my name is Adam Richardson.

In the past I've done deals like:

- *Launching a rare wine fund while in a helicopter in the Caribbean en route to helping the same high net worth client get a second citizenship in St. Kitts...*
- *Taken a group of adventurous investors to Cali, Colombia to buy up a coffee farm...*
- *Negotiated pro rata terms while in Hong Kong that allowed US investors to get into a fund led by the team that backed the first unicorn company on the Hong Kong stock market...*
- *And started dozens of businesses around traders, investors, and deal makers that spun out hundreds of other deals that hundreds of thousands of traders and investors have paid for...*

Membership in some of these groups ran as high as \$25k a year.

And in just a few months I'm going to be launching a new private market deal service that will cost at least \$7,500 in order to get access to deals like this.

Events like this will be at least \$5k, if they're even open to investors outside my service at all.

But before I "sell out" and keep deals like this reserved for my paid service, I'm opening this one last event up only to people in my immediate network.

This one's just for fun.

If you're seeing this and you don't know me, then you've been given this invite by a friend of mine.

So this one's free.

Just come and enjoy.

Have a drink, and maybe do a deal.

Just please note that this investment is for accredited investors only.

If that's you and you'd like to come, then let me know you're coming as soon as you can.

RSVP at adam@realventure.com or text me at 501-940-7375.

I'll confirm your spot and get you updates on times, places, schedules. Everything you'll need.

- Adam Richardson

