



TALKING POINTS

Talking points are organized into five as a mnemonic, or memory device. Each point can be associated with one of the fingers of the hand.

1. The thumb refers to Us.
2. The index finger points to You.
3. The middle finger refers to the Competition.
4. The ring finger is the Emotional dimension.
5. The little finger is the Closing comment, intended in itself to be memorable.

THUMB

Los Linderos reaches more people because of taste and drinkability. Crafted in batches by a fifth-generation family in Jalisco, Mexico, Los Linderos is additive-free and authentic tequila.

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Ordering or serving Los Linderos Tequila shows that you are widely experienced, discriminating and knowledgeable. You've been around and figured it out, and you are ready to go again.

MIDDLE

What tequila does well, Los Linderos does better. People know more and want more from what they drink today, and Los Linderos does better because of craftsmanship.

RING

Los Linderos suits people who go beyond. In their work, in their relationships, in their play, and in their lives, these are people who give and serve and enjoy and share to a higher standard.

PINKY

The three dimensions of Los Linderos are Freedom, Sensuality, and Adventure. It was developed by people who understand why people drink tequila. It is made to fulfill those desires.