



# ZOMOS

MEZCAL

UNDERSTANDING THE DRINKING HABITS OF MILLENNIALS AND SOCIAL DRINKERS



# HISTORY OF ZOMOZ

## **What is ZOMOZ?**

ZOMOZ is a Mezcal brand created by five passionate first and second-generation Mexicans

Launch: Los Angeles, February 2022

Brand Story: To the LatinX community, specifically Mexicans in California, searching for the "New American Dream."

## **Rise in popularity**

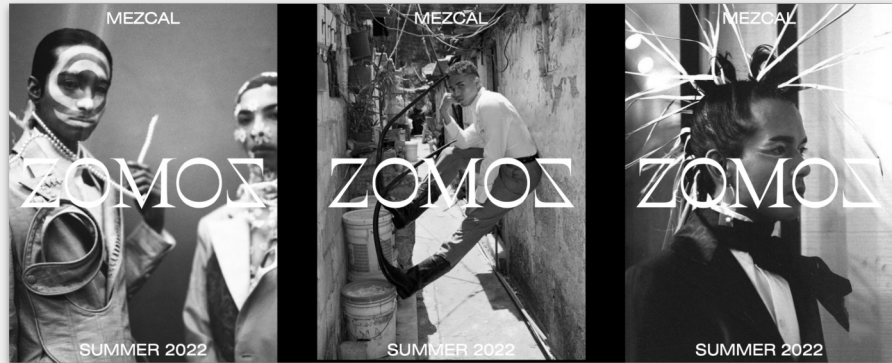
The alcohol industry has seen a significant increase in its demand since the beginning of the pandemic.

The mezcal market is estimated to be valued at over \$1B by 2025 with a 20% annual growth in the following years

# WE ARE: ZOMOZ

Zomoz speaks to all of those who, in one way or another, immigrated to the US pursuing the “New American Dream.”

Zomoz is a 100% sustainable, organic and gluten-free spirit.





**STATES WHERE MEZCAL CAN BE PRODUCED**

# MEZCAL

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- Can be made from more than 100 different agaves, including agave blends.
- Must originate from one of nine states (listed in the next slide).
- Mezcal can be cooked in multiple techniques, including:
  1. Underground ovens heated by firewood
  2. Rock tubs heated by firewood
  3. Steam and high pressure

# TEQUILA

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Can only be made from blue weber agave.

Must originate from one of five states.

Tequila is cooked in steel containers by steam and high pressure.

# MILLENNIALS VS. SOCIAL DRINKERS

## **American Millennial's (23-40 years old)**

Merging the space between school life and work life.

Individuals who are maturing more and may already know what they like to drink and when they like to drink.

## **Social Drinkers (21-29 years old)**

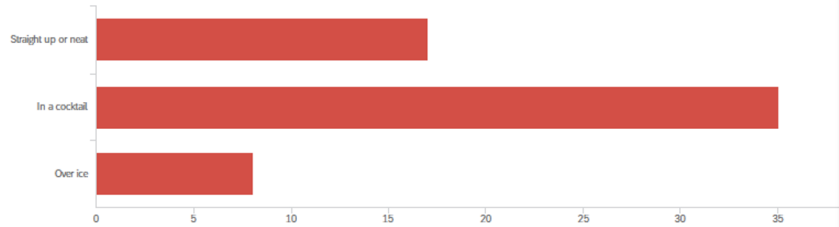
Embrace variety in their selection of alcoholic beverages and are not driven by brands.

They need triggers such as social events and activities to drink.

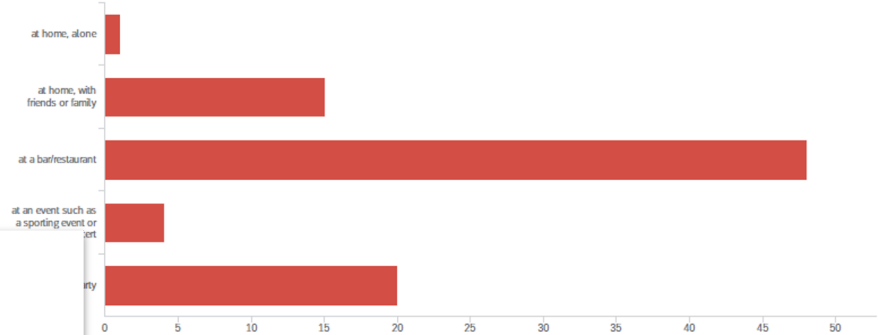


# KEY MESSAGE ONE: MEZCAL COCKTAILS ARE UNIQUE AND FUN

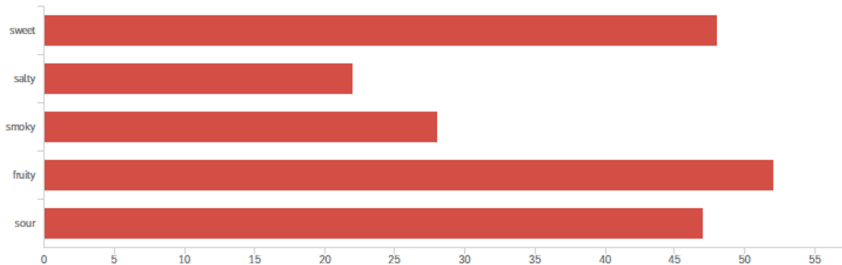
Q8 - How do you think people prefer to drink Mezcal?



Q17 - Which of the following settings do you prefer for drinking mezcal? (select all that apply)



Q11 - What flavors do you like best in a cocktail? (select all that apply)



# HEADLINE: 5 FUN MEZCAL COCKTAILS TO START THE NEW YEAR

## Paid

Alcohol/food influencer relations: @bartenderyang,  
@delightfuldrinks & @onedrinkaday

## Earned

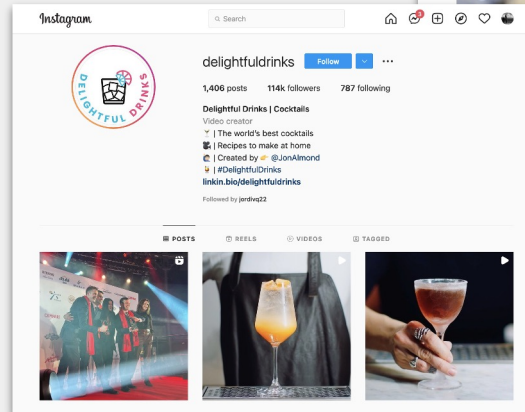
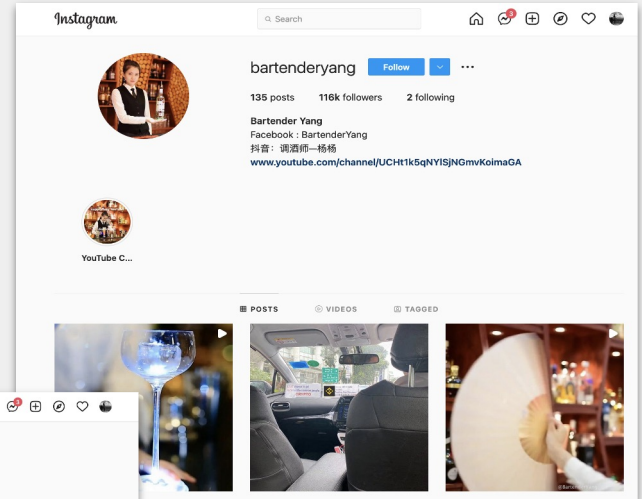
Entertainment and dining-focused media outlets like *Eater LA*  
and *Buzzfeed*

## Shared

Posts to social media pages

## Owned

Cocktail Recipe List





### **Smoky Citrus Paloma**

1.5 oz. ZOMOZ mezcal, 0.5 oz. triple sec, 0.5 oz. simple syrup, grapefruit juice, club soda, splash of lime juice

### **Mezcal Mule**

1.5 oz. ZOMOZ mezcal, 1 oz. lime juice, splash of simple syrup, ginger beer

### **Strawberry Mezcalgarita**

1.5 oz. ZOMOZ mezcal, 0.75 oz. triple sec, 1 oz. strawberry infused syrup, fresh squeezed lime juice

### **Zweet Honey Ginger**

1.5 oz. ZOMOZ mezcal, 0.5 oz honey infused syrup, ginger beer

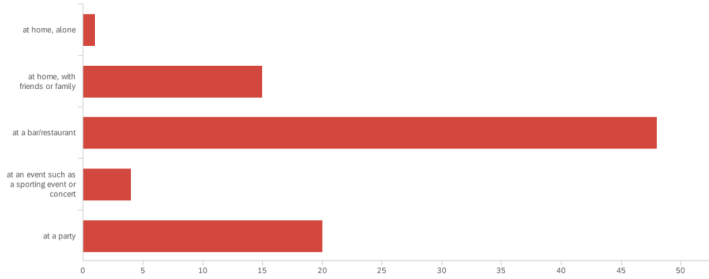
### **Mango Lime Spritz**

1.5 oz ZOMOZ mezcal, 1 oz. fresh squeezed lime juice, 2 oz. mango juice, club soda

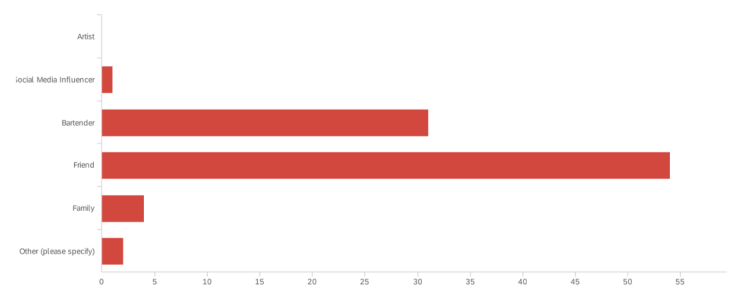


# KEY MESSAGE TWO: SOCIAL EVENTS

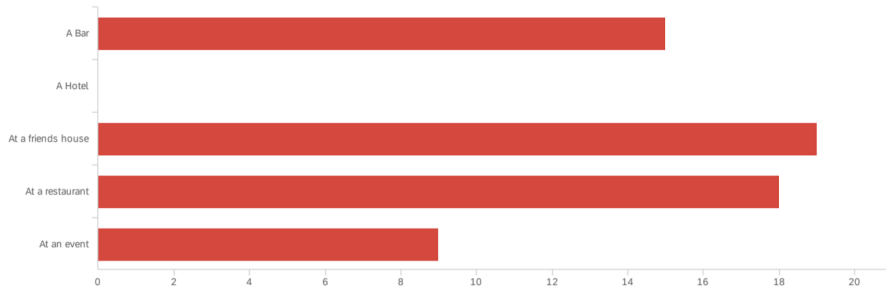
Q17 - Which of the following settings do you prefer for drinking mezcal? (select all that apply)



Q4 - Whose recommendation is most likely to make you to consider trying a new alcohol or drink?



Q10 - Where are you most likely to try a new type of alcohol?



*When would you try Mezcal?*

I don't know mezcal much but I would try it wherever my friends are having it- home, bar, event, etc.

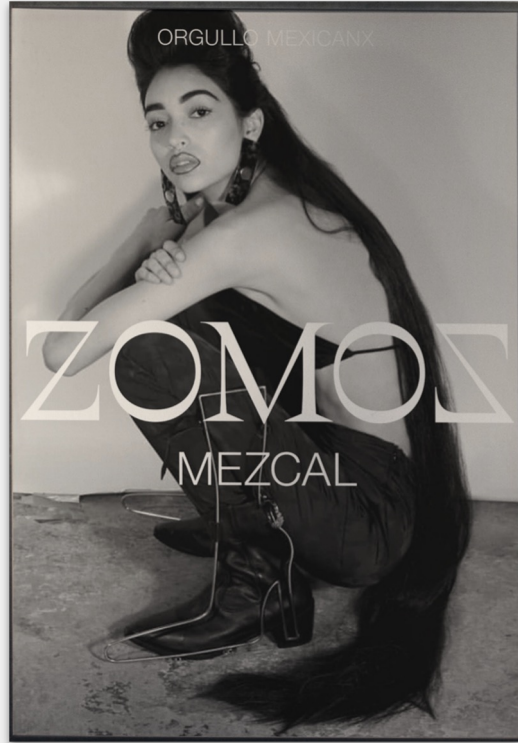
Friend recommendation

Around people drinking mezcal

At a friend house

When I'm with friends

## KEY MESSAGE TWO: SOCIAL EVENTS CONT.



*How we came up with Mezcal Tasting idea! When asked when*

*Someone would try Mezcal an individual responded:*

Mezcal tasting at a tequila bar.

*When would you try Mezcal?*

I don't know mezcal much but I would try it wherever my friends are having it- home, bar, event, etc.

Friend recommendation

Around people drinking mezcal

At a friend house

When I'm with friends

# HEADLINE: ZOMOZ TASTING WITH FRIENDS

## **Paid**

Restaurant and bar partnerships for ZOMOZ Mezcal tasting events

Referral discount on future ZOMOZ purchases

## **Earned**

Social media postings and ZOMOZ website reviews from individuals who attend the tasting events. Additionally, bartender recommendations.

## **Shared**

Individuals sharing social media content from these tasting events to their friends and family.

## **Owned**

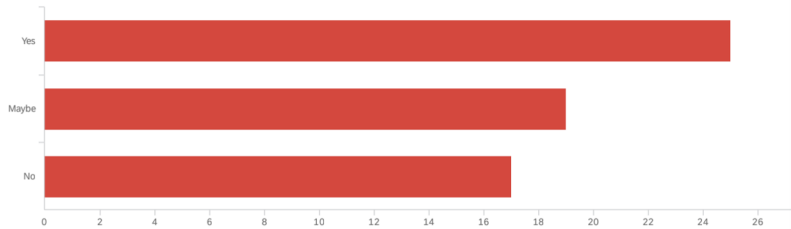
Content posted from these events to ZOMOZ social media platforms and the ZOMOZ website.



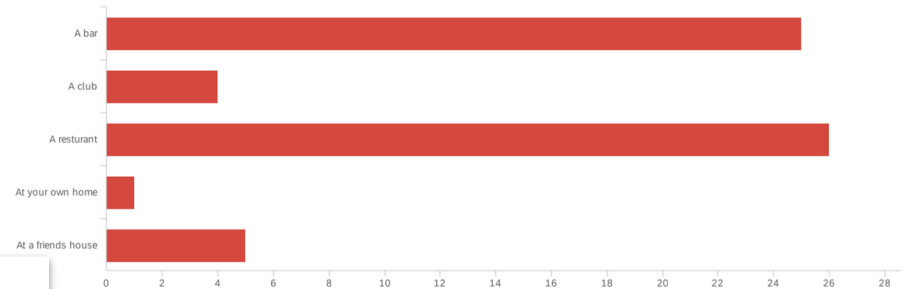
# KEY MESSAGE THREE: THE HERITAGE/CULTURE OF ZOMOZ VIA PODCAST AND TASTING EVENTS

Q22 - Are you interested in learning more about how Mezcal is made and the process

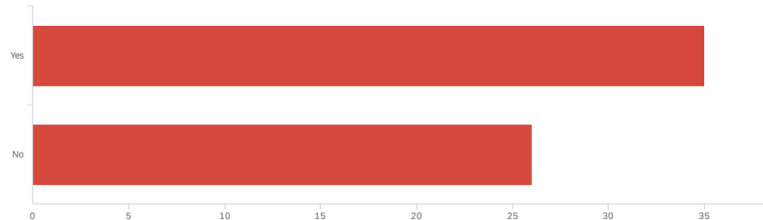
behind it?



Q12 - Where would you be most likely to try a Mezcal drink?



Q2 - Do you understand the difference between Mezcal and Tequila?



# HEADLINE: ZOMOZ AND THE ORIGINS OF MEZCAL

## Paid

Podcast marketing to promote upcoming episodes, podcast editor, podcast research and outreach and payment to have podcast on platforms (Spotify and Apple podcasts, etc.)

Invite notable people of LatinX descent to be guests: Becky G, Marc Anthony, Jose Garces, and Enrique Olvera

## Earned

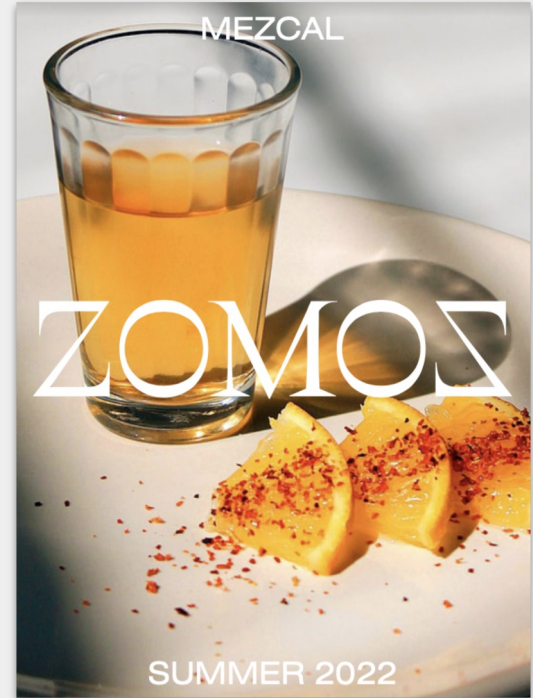
Globally-inclined or LatinX publications reviewing episodes and providing coverage. Social media posts about the podcast, and online reviews

## Shared

Social media posts, podcast shares with friends and families

## Owned

ZOMOZ podcast recordings, ZOMOZ social media platforms and website





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Presentation by: Jackie, Hannah, Lauren, Grace, Jasreen, Teresa & Diego