



The Authentic Taste of Puerto Rico



A LASTING TRADITION

Coquito is a traditional Puerto Rican homemade drink that primarily combines coconut –the fruit of tropical palm trees– rum, spices, and sugar. Nevertheless, various formulations of this creamy and sweet beverage persist, inherited through generations, giving it its distinctive characteristics.

It is considered a cornerstone of the island's Christmas holidays traditions, as its presence flourishes at the start of the festive season; however, it is enjoyed year-round at celebrations, family gatherings, and life's good moments in general.

Noelia's Coquito stems from a closely guarded recipe. Current production is limited to small batches to maintain its *premium* character, sharing the sweet and creamy taste of Puerto Rico with a wider audience.



Noelia's Coquito



Considered the most emblematic drink of Puerto Rico, the silky texture and incomparable flavor of this cocktail offer a light, smooth, and sophisticated drinking experience: a perfect gift and the ideal accompaniment for toasts and special celebrations.

TECHNICAL SPECIFICATIONS

Origin: Puerto Rico.

Distillery: *List Distillery*, Fort Myers, Florida.

Raw Materials: Selected coconut, sugar, rum, and natural spices.

Filtration: Advanced precision technology.

ABV: 17% alc./vol. (34 Proof).

Presentation: 750 ml.

UPC: 018227461023

SCC: 018227461023

PROFILES

While similar to eggnog, it has a much lighter consistency and a unique flavor reminiscent of tropical drinks.

Its perfect balance between precision and passion is the result of modern distillation techniques that grant it a smooth character and redefine the concept of cream liqueur.



Served over ice or chilled, its creamy texture reflects the authenticity of homemade Puerto Rican *coquito*, allowing the most subtle flavors to be appreciated.



Noelia, creator of the original recipe.

LIVING HERITAGE



COMPETITIVE ADVANTAGES

Exclusivity

Masterfully crafted in small batches, guaranteeing the consumer maximum freshness and superior quality in every bottle.

Authenticity

Inspired by the original Puerto Rican recipe, it honors the authentic flavors of Puerto Rican and Caribbean heritage.

Purity

Based on authentic raw materials and natural spices, it stands out for the pure richness of its botanical ingredients.

MARKETING & SALES

Where to find *Noelia's Coquito*?

Discover its authentic flavor in select stores across the United States. Now available at *Total Wine & More*, bringing Caribbean elegance to your table.

SUGGESTED RETAIL PRICE (SRP): \$ 22.99

MARKET

Noelia's Coquito expansion opportunity within U.S. local markets begins in regions with a high concentration of the Puerto Rican diaspora, where the beverage naturally and culturally connects with the consumer. The brand is also positioned to scale into states with large Hispanic populations and greater volume potential, based on a structured, strategic, and replicable growth model at the national level.

STATES	ANALYSIS
<ul style="list-style-type: none">■ Connecticut■ Florida■ Massachusetts■ New York■ New Jersey	These areas represent the markets with the highest affinity for the Puerto Rican diaspora and a strong cultural connection to the product.
<ul style="list-style-type: none">■ Arizona■ California■ Georgia■ Texas	States with large Hispanic populations, broad commercial opportunity, and high volume potential for a tropical and festive brand like ours.
<ul style="list-style-type: none">■ Colorado■ Illinois■ Washington	These represent opportunities for selective growth in key Hispanic markets, with the potential to continue expanding distribution.

Source:
U.S. Census Bureau.

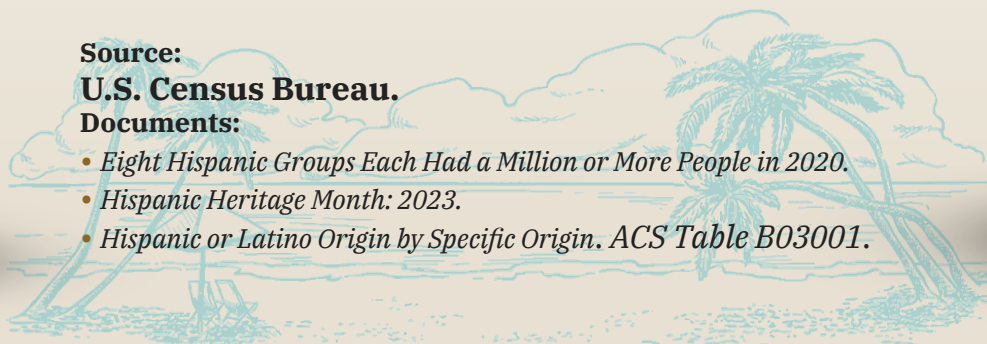
Documents:

- *Eight Hispanic Groups Each Had a Million or More People in 2020.*
- *Hispanic Heritage Month: 2023.*
- *Hispanic or Latino Origin by Specific Origin. ACS Table B03001.*

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Coquito 75

A Note from

Born on the beautiful island of Puerto Rico, my family and I left our island when I was a little girl. However, our Puerto Rican heritage and values stayed with me. Celebrating this tradition is homemade Coquito. Celebrate good times, during the holidays, just like in general. For many years, my homemade Coquito with just the best ingredients has been shared with my friends. Now, I want to share it with you. I hope that you enjoy the creamy taste of Puerto Rican Coquito.

GOVERNMENT WARNING

(1) According to the Surgeon General's warning, excessive drinking should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) Consumption of alcoholic beverages may impair your ability to drive a car or operate machinery and may cause health problems.

Distilled & Bottled by
Liet Distillery
Fort Myers, Florida



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