



WANSAS

TEQUILA



312SPIRITS.COM

DRINK RESPONSIBLY

“When developing signature cocktails for the new Spiaggia Lounge, we knew we had to create a drink based on one of my favorite spirits – tequila. After experiencing Wansas, we loved it so much, it has become our house tequila at Spiaggia, Cafe Spiaggia and Spiaggia Private Events. It’s even featured in a cocktail baring my name.”

– **Tony Mantuano**,
Chef/Partner, Spiaggia, Cafe Spiaggia,
Bar Toma, Terzo Piano and River Roast

wan·sas / wän·säs /verb to discover unexpectedly

Wansas, defined as “to discover unexpectedly”, is crafted from scratch with appreciation of today’s trends while honoring the traditions of yesterday. Our identity originates from this basic concept and is the core of our mission to do things the Wansas Way: authentic, creative, innovative, passionately and always welcoming the unexpected.

Discover the Wansas Way.



WANSAS PYRAMID BOTTLE

The Wansas tequila bottle is a homage to the iconic pyramids of México and pays tribute to her rich history, marrying the richness of México’s traditions and her modern spirit.



OUR DISTILLERY

Our Distillery is 2020 meters/6288 feet above sea level in the heart of the highlands of Jalisco. It rests under the shade of the Cerro Gordo, which provides excellent conditions for growing agave with its fresh climate. Our agave is grown on the rich unique plot of land “los aguacates”.

OUR TEQUILAS



REPOSADO



A vibrant crafted tequila, golden in color, and rested in charred white oak barrels for a minimum of six months. Wansas's Reposado's color and smooth taste come from naturally absorbing the characteristics of the barrels during this resting time.

San Francisco World Spirits Competition 2015

Wansas Reposado- Silver Medal

SILVER



A Translucent ultra-premium crafted tequila, smooth, double distilled, and made from 100% estate- grown Blue Weber Agave in the Highlands of Jalisco, México. Its notes of sweet agave nectar and volcanic soil are heightened through minimal distillation in copper stills, a unique artisan method giving it a velvety, crisp finish.

Beverage Testing Institute/ Tastings.com 2015

Wansas Silver- Gold Medal 91% rating

San Francisco World Spirits Competition 2015

Wansas Silver- Silver Medal

AÑEJO



A batch of crafted tequila aged for 18 months in charred white oak barrels. This amazing añejo tequila's flavor, aroma, and color come naturally from the characteristics of the barrels, like caramel, vanilla, and tobacco.

San Francisco World Spirits Competition 2015

Wansas Añejo- Double Gold Medal

WANSAS COCKTAILS

Tequila Sangria (Red)



- 2 oz. Tequila (Reposado) ①
- 1 oz. Lime Juice ②
- 1 oz. Simple Syrup ③
- 1 oz. Grand Marnier ④

Muddle 3 Black Berries,
2 Small Strawberries,
4 Blue Berries, and
1 Red Apple Slice
Dash of nutmeg

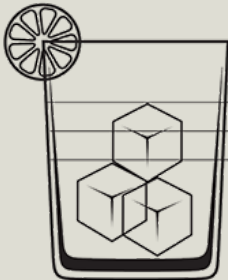
2 oz. Pinot Noir
¼ oz. Cabernet Sauvignon

Juliet's Kiss



- 2 oz. Tequila (Silver) ①
- 1 oz. Lemon Juice ②
- 1 oz. Cranberry Juice ③
- ¾ oz. Simple Syrup ④
- ¾ Grand Marnier ⑤

Mayan Mule



- 2 oz. Tequila (Silver) ①
- 1 oz. Fresh Lime Juice ②
- 1 oz. Ginger Syrup ③
- ④

May substitute with a Ginger
Liquor such as Kings Ginger or
Domaine de Canton Garnish
with Lime Wedge

Top off with a splash of Ginger
Beer and a splash of Club Soda

The Mexican Rattlesnake



- 2 oz. Tequila (Reposado) ①
- 1 oz. Lemon Juice ②
- 1 oz. Simple Syrup ③
- 2 Dashes of Tobacco Bitters
(Egg Whites) ④

Shaken into Snifter Glass
Garnish with Lemon Peel

Wansas Margarita



- 2 oz. Tequila (Silver) ①
- ½ oz. Triple Sec* ②
- 1 oz. Fresh Lime Juice ③
- ¾ oz. Lemon Juice ④
- 1 oz. Simple Syrup ⑤

*(For Example: Cointreau,
curacao, combier, or Grand
Marnier)

Garnish with Lime Wedge or Wheel

El Cuento



- 2 oz. Tequila (Silver) ①
- 1 oz. Lemon Juice ②
- ½ oz. Agave Nectar ③
- 2 cucumber wheels ④
- 4 blackberries ⑤

Top Off with a splash of
Ginger Beer. Garnish with
cucumber and blackberry

“I
WANSAS
ON
THE
ROCKS
BECAUSE
I
LOVE
IT.”

HOW DO YOU WANSAS?

Wansas tequila isn't only a beverage product, it's a lifestyle. Inherently authentic in every way, our name Wansas reflects into lifestyle.

SOCIAL RESPONSIBILITY
"THOSE WHO WANSAS, DRINK RESPONSIBLY"

WANSAS DEFINED

Wansas, defined as "to discover unexpectedly", is crafted from scratch with appreciation of today's trends while honoring the traditions of yesterday. Our identity originates from this basic concept and is the core of our mission to do things the Wansas Way: authentic, creative, innovative, passionately and always welcoming the unexpected.

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THE ART OF MAKING WANSAS

Wansas's three kinds of tequila Silver, (brilliant premium) Reposado, (golden, aged six months in white oak barrels) Añejo, (highly selective, aged for a minimum of 18 months in white oak barrels) are made with natural 100% Blue Weber agave from the highlands of Jalisco and crafted through unique artisan processes that keep all of the natural oils and flavors in its purest form.

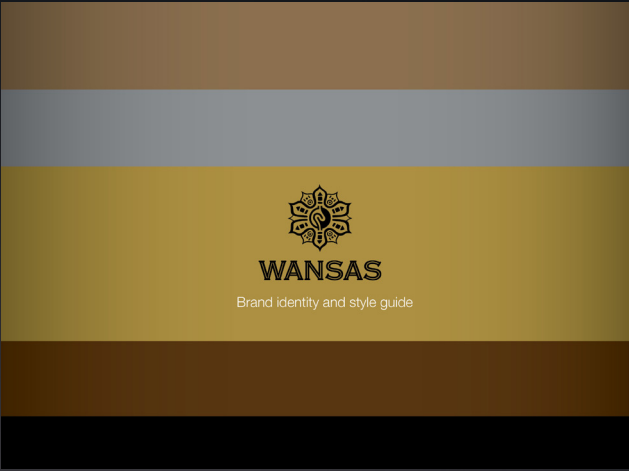
wan'sas /wän•säs/
verb

To discover unexpectedly....

WANSAS ADVANTAGES

- ✦ Headquartered on Michigan Avenue
- ✦ Strong partnerships with local organizations
- ✦ Team of In-House Expert Creative Designers and Marketers
- ✦ Premiere Mixologist On Staff
- ✦ Event Marketing
- ✦ Tasting Demo Capabilities
- ✦ Tequila Ambassador
- ✦ In-house Print Ad Creation
- ✦ Professional Package Design
- ✦ Public Relations Company
- ✦ Understands Latino Community
- ✦ Privately Owned & Operated
- ✦ Activation Printing Capabilities
- ✦ Park Street Back Office Compliance
- ✦ Great Price Points for Ultra Premium Tequila
- ✦ Award Winning
- ✦ One Liter Pour Bottle
- ✦ App Technology

WANSAS BRAND STYLE GUIDE



Visual Elements Master Logo Wansas Brand Guidelines 8

The Wansas Logo

The Wansas logo is powerful, unique and authentic. The Wansas Master logo is comprised of the symbol and logo type. Logo that is the symbol and word mark is our preferred version. Whenever possible it should always be produced in black over a background. It can also be used in white over black or dark imagery to raise and select instances in which the space is small or horizontal. The Wansas horizontal alternate logo can be used for legibility.

Using the Symbol

The Symbol can appear alone only when the complete Wansas Master logo within sight.

Visual Elements Logo Clear space Wansas Brand Guidelines 9

Let the logo be prominent

Clear Space

Respect the logo by giving it space to breathe when placing by text or any other graphic objects. The minimum amount of room to leave around the logo is indicated by the clear zone. The preferred clear-space around the logo is equivalent to one and a half of the Wansas "W".

Visual Elements Color Palette Wansas Brand Guidelines 10

Wansas Color Palette

The rich color palette represents brand and the spirit of Wansas. Inspired by Wansas tequilas and authentic history.

White is color at its most complete and pure, the color of perfection. Use it as a website background to enable the Wansas logo, products, graphics and information to be easily understood.

Silver is related to the moon and the sea and flow of the tides - it is fluid, emotional, sensitive and mysterious. It is soothing, calming and purifying.

Gold is the color Reposado and Anejo. It is associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance.

Black relates to the hidden, the secretive and the unknown, and as a result it creates an air of mystery. It keeps things bottled up inside, hidden from the world.

Brown is a natural, neutral color of earth, wood, wholesomeness, reliability, home, grounding, foundations, warmth, and honesty.

WHITE PMS 10388	HEX #FFFFFF Web #ffffff	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255
SILVER	HEX #8c9093 Web # 999999	CMYK: 5, 2, 0, 42 RGB: 140, 144, 147
ANEJO GOLD PMS 1017	HEX #A1D147 Web # 999933	CMYK: 0, 17, 62, 32 RGB: 174, 141, 69
REPOSADO GOLD PMS 874C	HEX #B6D146 Web #999966	CMYK: 17, 36, 52, 38 RGB: 174, 143, 111
ALTERNATE GOLD PMS 814	HEX #C4B41C Web # c0c993	CMYK: 0, 32, 86, 23 RGB: 191, 158, 29
BROWN PMS 752C	HEX #5A3300 Web #663300	CMYK: 0, 43, 100, 65 RGB: 90, 51, 0
BLACK PMS 874	HEX #000000 Web #000000	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0

Graphic Elements Typography Wansas Brand Guidelines 11

Typeface

Helvetica

Our primary font is Helvetica. It is very simple, precise and geometrical, but has human quality to it at the same time. Helvetica is particularly well-suited for websites, packaging to signage and other designs where legibility is key.

Helvetica Light

Helvetica light can be used in text for elegance. However should not be reversed because of it's delicate strokes.

Helvetica Bold

The designer may choose to use Helvetica Bold for headlines for emphasis and attention.

HELVETICA REGULAR
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890@#%\$

HELVETICA LIGHT
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@#%\$

HELVETICA BOLD
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@#%\$

Visual Elements Imagery Wansas Brand Guidelines 13

Imagery

Photography and Video

An image of Wansas product, cocktail and experience should be exceptional and grab attention. Elevate the way people experience Tequila, no longer just for margaritas—Wansas is crafted to stand alone, on the rocks, or mixed into your favorite cocktail.

Photography should be clean, clear, stylish and exceptional. Do not over style or prop. If props are used, they should inform and add context and depth.

Visual Elements Imagery Wansas Brand Guidelines 14

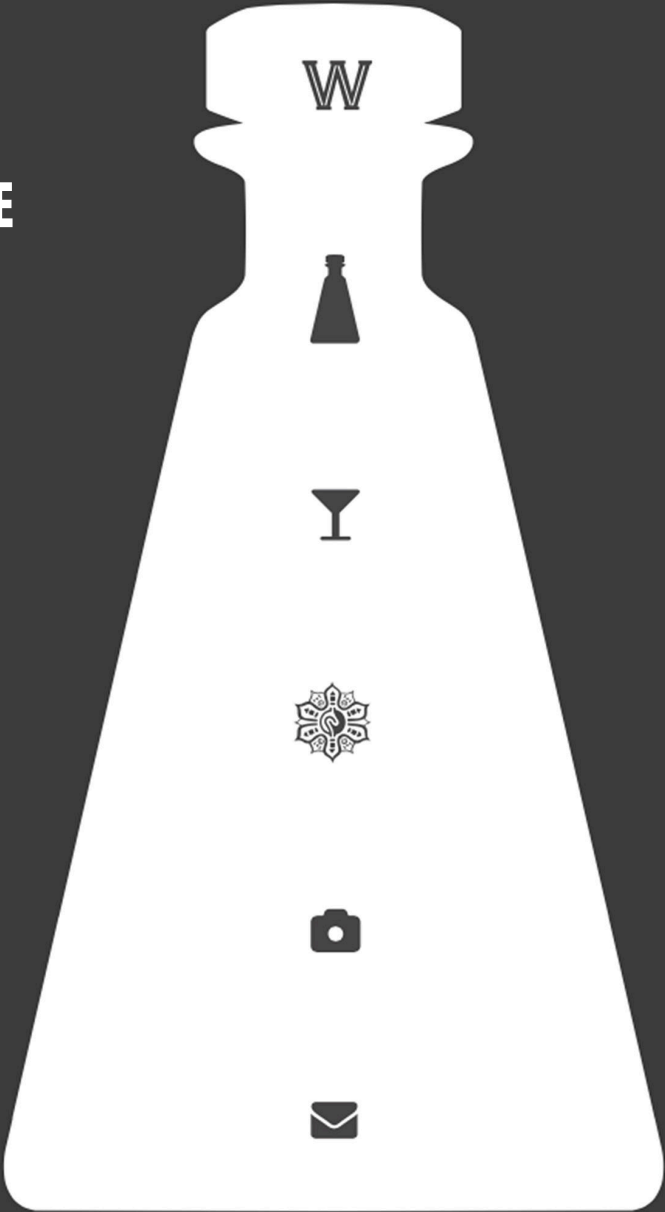
Imagery

Photography and Video

The Wansas Way is an experience that evolves to a lifestyle. Our customers are adventuresome and have the spirit and energy to discover new experiences. They thirst and thrive on pure quality and their taste level is discerning and exceptional.

Their photography should be clean, energetic, emotional and stylish. Imagery should capture the pure moment of exhilaration and enjoyment. Express the spirit of the Wansas Way.

WANSAS WEBSITE



WANSAS LOCATIONS

W
HOTELS

Guangjuato

SPIAGGIA

Fred's
BARNEYS
NEW YORK

MARIANO'S

Calumet City Foods & Liquor
1076 Sibley Blvd Calumet City, IL 60409
(708) 891-0450

TONY'S
FINER FOODS *Fresh Market*

DOS REALES
Mexican Restaurant

pete's fresh market

Vinata
3124 W Cermak Rd.
Chicago IL 60623 773 511-0180

BLUE AGAVE
TEQUILA BAR & RESTAURANT
CHICAGO

HE
HUBBARD
INN

RIVER x ROAST

DITKÁS

JIMMY

SOCIAL
LA
LINCOLN AVENUE

GINO'S EAST
OF CHICAGO

THE PURPLE PIG
CHEESE, SWINE & WINE

Giordano's

BELLA BACINOS
Chicago

fernando's
tequila bar & restaurant
chicago

**ROKA
AKOR**
steak | seafood | sushi

Tanta
cocina peruana

FOUR SEASONS

DAVID BURKE
RESTAURANTS, CATERING, CONSULTING
GROUP

PARK GRILL

Mezcalina

BAR SIENA
CIBO E LIQUORI
SINCE 2015

WANSAS LOCATIONS

Francesca's
Restaurants

BULL & BEAR
BAR, GRILL, VANTAGE POINT

STAGE 773

VELVET
Lounge

siena tavern
est. MXXIII

PUBLIC HOUSE
RESTAURANT & DRINKING HALL

THE BUREAU
BAR

PEARL TAVERN
Craft Beer • Open Sea Delights

SOPHIE'S
AT SAKS FIFTH AVENUE
RESTAURANT AND BAR

CA
Spiaggia
FE

REVOLUCIÓN
MEXICAN STEAKHOUSE

DiSotto Enoteca

Frankie's
SCALOPPINE &
5TH FLOOR PIZZERIA

Mixteca
Mexican Grill & Tequila Bar

niu
Japanese Fusion Lounge

SOFITEL
LUXURY HOTELS
CHICAGO WATER TOWER

Davanti
Enoteca

ALUM

BANDERA
AMERICAN COOKING

Del Frisco's
DOUBLE EAGLE STEAK HOUSE

Heating
& Cooling
PIZZA • PUB • STAGE
HWACPUB.COM

THE PENINSULA
HOTELS

depot nuevo
mexican food & tequila

Jellyfish
RESTAURANT

CHICAGO INTERNATIONAL
FILM FESTIVAL Oct. 15-29, 2015
51

CHICAGO INTERNATIONAL MOVIES & MUSIC FESTIVAL
FEST PASS

le
bar

ACADIA
CONTEMPORARY AMERICAN CUISINE
1638 S. WABASH AVENUE | 312.360.9500

WANSAS AMBASSDORS/EVENTS



Steve Dolinsky
Food Critic ✦ TV Personality

Chef Tony Mantuano
Celebrity ✦ Spiaggia



Lou Canellis
✦ Sportscaster and Personality

Kristin Cavallari
Fashionista ✦ E! TV Co-host

Beverly Johnson
Supermodel ✦ Author & Businesswoman

Candace Johnson
Socialite ✦ Author & Blogger

Carol Fox & Assoc.
✦ Leader in Event Marketing

Pantelion Films
Sponsor ✦ Cesear Chavez Foundation

Melange
Sponsor ✦ Diversity V & Film Conference

Peninsula Sky Rink
Sponsor ✦ Elvis Birthday Event



Vertigo Sky Lounge
Partnership ✦ Spring Issue Event

“Mario Make Me a Model”
Event ✦ Promotion Event

“Sound of Music” Cast Party
Partnership ✦ MichicanAve.com



“Hall of Fame KNIGHTS”
Partnership ✦ Event Management

LA VINATA “Tequila Fest”
Sponsor ✦ Event Participant

WANSAS AMBASSDORS/EVENTS

Michigan Ave Magazine
Events ✦ Featured Articles

Make It Better Magazine
Sponsor ✦ Fundraiser Event

Fox Chicago TV
Cocktail Demo ✦ Superbowl Promo



CS Chicago Social
Events ✦ Feature Articles

Fiesta Mexico-Americana
Sponsor ✦ Event Coordination

I Am a Latino in America
Sponsor ✦ Conference



Art Space 8- Agape Exhibition
Sponsor ✦ Event Contributor

Tommy Bahama
Featured ✦ Promo Event

CIMM Festival
Sponsor ✦ Opening & Closing Parties



Chicago International Film Festival
Sponsor ✦ Opening & Closing Parties

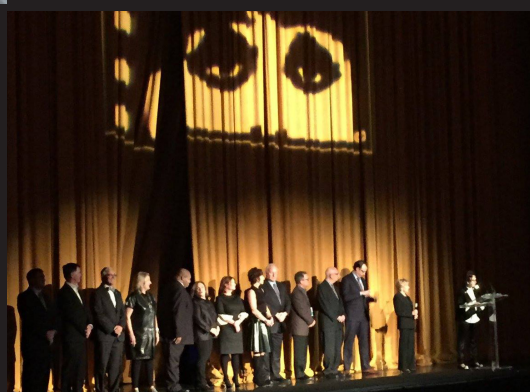
SAMFund - Cancer Survivors
Sponsor ✦ Provider of Volunteers

National Museum Of Mexican Art
Sponsor ✦ Contributor

CIFF TV Awards
Sponsor ✦ Opening & VIP Parties

Embassy Sweets
Featured Tequila ✦ Charity Event

EXPO CHICAGO
Sponsor ✦ Event Contributor



WANSAS FEATURED IN

CHICAGO PLANNER MAGAZINE

FOR THE LIFESTYLE OF AN EVENT PLANNER



Steve Dolinsky
ALWAYS HUNGRY, SELDOM SPEECHLESS



MICHIGAN AVENUE
MAGAZINE



EATER
CHICAGO



WCIU
THE U



EXPO
CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17-20 SEPTEMBER 2015
NAVY PIER

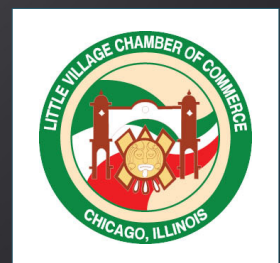
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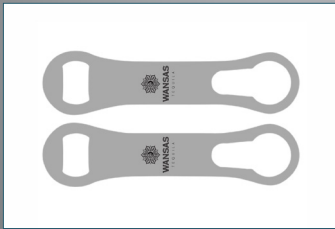
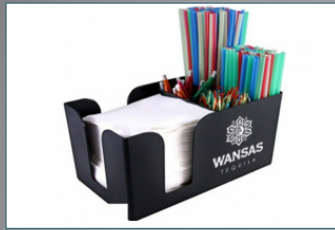
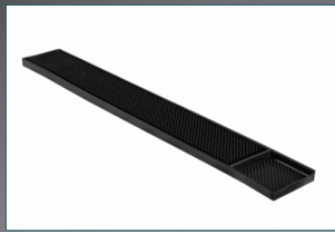
Museum of
Contemporary
Art
CHICAGO

make it better

WANSAS MEMBERSHIPS



WANSAS ACTIVATION KITS



OUR MEZCAL



OUR CRAFT BEERS



WANSAS CONTACT

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WANSAS
TEQUILA

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