



## **Cholula Hot Sauce New Distribution Agreement**

Mexico City, Mexico, April 30, 2018 /BUSINESSWIRE/ -- BECLE, S.A.B. de C.V. (“Cuervo”, “BECLE” or the “Company”) (BMV: CUERVO\*) informs that it has reached an agreement of the distribution model, extendable, to continue with the distribution right of Salsa Cholula® until December 31, 2018. The agreement is subject to obtaining corresponding corporate authorizations.

### ***About the Company***

*Becle, S.A.B. de C.V. is a globally renowned Company in the spirits industry and the world’s largest producer of tequila. Its extraordinary portfolio of over 30 spirit brands, some of them owned, some of them agency brands distributed only in Mexico, has been developed throughout the years to participate in key categories with high growth perspective, serving the world’s most relevant alcoholic beverage markets and attending key consumer preferences and tendencies. The portfolio strength of Becle is based in the profound legacy of its iconic brands internally developed as Jose Cuervo®, combined with complementary acquisitions such as Three Olives®, Hangar 1®, Stranahan’s®, Bushmills® or Boodles®, as well as a key focus on innovation, that during the years has helped Becle to internally develop renowned brands such as 1800®, Maestro Doble®, Centenario®, Kraken®, Jose Cuervo® Margaritas and B:oot®, among Becle’s brands, some of them are sold and distributed in more than 85 countries.*

### ***Disclaimer***

*This press release contains certain forward-looking statements which are based on Cuervo’s current expectations and observations. Actual results obtained may vary significantly from these estimates. The information related to future performance contained in this press release should be read jointly with the risks included in the “Risk Factors” section of the Annual Report filed with the Comisión Nacional Bancaria y de Valores (Mexican National Banking and Securities Commission). This information, as well as future statements made by Cuervo or by any of its legal representatives, either written or verbally, may vary significantly from the actual results obtained. These forward-looking statements speak only as of the date on which they are made, and no assurance can be made as to the actual results obtained. Cuervo undertakes no obligation and does not intend to update or review any of such projections and estimations, whether as a result of new information, future developments and other related events.*

### **Contacts:**

Investor Relations:

Luis Carlos de Pablo

[lcdepablo@cuervo.com.mx](mailto:lcdepablo@cuervo.com.mx)

Gilberto Tonello

gtonello@cuervo.com.mx  
+52 55-5803-2954

Media:  
Carlos Humberto Suarez  
csuarez@cuervo.com.mx  
+52 55-5258-7000