

# OMZE Group, Real Zepeda Tequila

High quality tequila manufacturer



## Situation

OMZE Group offers an authentic, high quality tequila experience, celebrating their family traditions from Mexico. OMZE Group grows, distills, bottles, imports, and sells several different and high-quality varieties of tequila. They have a very deep understanding of the tequila growing and distilling process, but limited experience exporting to the United States market. OMZE Group engaged with Strategic Marketing Consulting to develop a marketing strategy and priorities to gain visibility for the brand and attract restaurants and liquor store customers.

## Solution

Strategic Marketing Consulting, LLC worked with OMZE Group to understand the firm's growth strategy and products. SMC developed a marketing plan to address several different target markets, including restaurants, liquor stores, and consumers. Priorities in the marketing plan include:

- Developing an online presence through social media and a website, developing a clear brand personality to draw in their target markets.
- Establishing direct relationships with restaurants, focusing on Mexican restaurants in the Boston area to start.
- Creating video and photography content from the distilling process through customer enjoyment of the tequila.
- Hold tasting events for small groups (adjusted to virtual events in the current situation).
- Develop branded promotional materials, including shelf tags, menus, and information sheets.

To date, OMZE Group has developed significant relationships with Mexican restaurants willing to carry the new tequila brand, as well as liquor stores in the metropolitan Boston area. With the Covid virus disrupting restaurant and liquor store operations, the rollout of the premium tequila brands has been extended to later in 2020. OMZE Group has focused on building their brand online and providing educational content to their followers.

