

Our Partners

Epic Western has the pleasure of partnering with YETI Capital, founded by Roy and Ryan Seiders, founders of YETI Coolers in partnership with a prominent private capital investor.

Collectively, the YETI Capital team has more than 45 years of experience helping build the U.S. and Canadian businesses across a variety of industries and markets.

YETI CAPITAL SPECIALIZES IN

Managing Growth

Building Management Teams

Creating New Products or Services

Implementing Processes and Systems

Increasing Revenues and Profits

YETI CAPITAL

THE
Genuine
ARTICLE

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**RANCH
WATER**

MADE WITH TEQUILA
& NATURAL FLAVORS

Epic Western is a classic Ranch Water.

THE GENUINE ARTICLE.
THE REAL MCCOY.

A CLASSIC IS A CLASSIC FOR A REASON.
IT DOESN'T NEED TO BE INNOVATED OR REMIXED.
IT DOESN'T NEED TO BE IMPROVED UPON OR UPDATED.
IT'S DAMN NEAR PERFECT THE WAY IT IS.

We do things the hard way because it's the only way. No corners cut, nothing watered down. We place a quality drink on a pedestal, which is exactly where it belongs. We don't mess with malt liquor or mixto. We start with a generous 3oz pour of 100% Blue Agave Tequila Blanco Tequila from a family of tequileros in Jalisco, Mexico. Then we round it out with the perfect balance of mineral water, lime and a dash of salt. That's all there is to it.

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3
OUNCES
OF PREMIUM
100% BLUE
AGAVE TEQUILA
PER CAN

Not all Ranch Waters are created equal.

There's a reason other canned Ranch Waters on the market don't taste quite right. If it's not made with 100% Blue Agave Tequila, it's 100% B.S. Those claiming "tequila" without listing 100% Blue Agave Tequila are made with mixto, a mix of fermented agave juice and up to 49% "neutral cane spirit." What's worse, some aren't made with tequila at all. Epic Western Ranch Water is made with the same ingredients we use at home - quality 100% Blue Agave Tequila, sparkling mineral water, lime and salt.

In order to use real 100% Blue Agave Tequila, the product must be distilled, canned and packaged in Mexico, then imported back into the US. So we took production south of the border to give you the best ready-to-drink Ranch Water you've ever had, because compromising is just a fancy word for quitting. Sure, it might be cheaper and easier to make with mixto stateside, but our recipe calls for 2 shots of tequila per can and not much else - there's no room to hide bad quality.

Our White Space

- Higher Quality - Made in Mexico with premium 100% Blue Agave Tequila
- Higher ABV - 10% ABV means 3oz of tequila per can, half a bottle per 4-pack, an emerging trend of which we are at the forefront
- Different Consumer - Our target audience is the underrepresented 30-40s crowd who cares about quality and knows the difference between a good cocktail and a bad one
- Premium Brand - Chasing trends, many RTDs have rushed to market and not taken the time to create a resonant brand. We are investing in our story and our brand across all touchpoints from premium packaging to point of sale collateral to invite trial, usage, loyalty and advocacy