

spirits | cincoro, espolon, jagermeister



It wasn't enough to play the game — we're redefining it.

Founder Story Language

## Limits

When we set about to create the world's finest tequila, four different distilleries told us that it couldn't be done. Then we did it anyway. We felt limited by what yeast was available, so we created our own. We were limited by the land, so we built an underground cave for a deeper connection between tequila and barrel.

And we'll continue to push the limits of each of our four award-winning expressions beyond what's thought possible.



**"Limits, like fears, are just an illusion."**

-MICHAEL JORDAN

## The Bottle

Designed to reflect Cincoro's sleek, contemporary, and unique tequila, the bottle evolved into a glass agave leaf sculpture reflecting the five owners with its five facet form.

The "Crown" stopper inverts the bottle shape, and at the base, a 23-degree-angle punt shows the Cincoro Fire Agaves icon.



## The Origin

One night, five NBA owners — Emilia Fazzalari and Wyc Grousbeck of the Celtics, Jeanie Buss of the Lakers, Michael Jordan of the Hornets, and Wes Edens of the Bucks met for dinner. That evening they bonded over their shared love for tequila. From there Cincoro was born. Ultra smooth, rich, and simply delicious, it's the perfect tequila to sip, savor and share.

cincoro | founder story



A screenshot of the Cincoro Tequila Instagram profile. The profile picture is a gold stylized leaf inside a white circle. The bio reads: "It wasn't enough to play the game — we're redefining it. Delicious tequila. Sip, savor, share." Below the bio, it says "Must be 21+ to follow. Text us to buy: 325-230-2223 shop.cincoro.com". The stats show 300 posts, 37.2k followers, and 255 following.



A composite image showing a bottle of Cincoro Añejo Tequila next to two glasses filled with tequila. To the right is a screenshot of an Instagram post from the official account. The post features a caption: "Some founders autograph their labels. Ours create a signature taste." It has 354 likes and was posted on May 20. Below the post are four comments:

- andymcentire**: It's so so good. (1w ago)
- cloudboss420**: Best tequila on the market it will make you say nineteen 40 who (1w ago)
- papicigarclub**: Papi Approved 😊 (1w ago)



cincoro | premiere messaging



All gold  
everything.



All sunshine,  
no burn.



Good times deserve  
great tequila.

DISCOVER CINCORO AÑEJO

cincoro | instagram banners



## Blanco

UNAGED

Made with 100% Blue Weber Agave from two Jalisco regions, our Blanco presents a taste that's as clear as the glass which holds it.



## Reposado

AGED 8-10 MONTHS

A fine balance of cooked agave, light vanilla and caramel with a long lingering sweet finish.



## Añejo

AGED 24-28 MONTHS

Robust flavors of cooked agave, maple and dark chocolate that evolve over time.



## Extra Añejo

AGED 40-44 MONTHS

Complex flavors of cooked agave, dried fruits and white chocolate with an elegant and extra long finish.



Sip. Savor. Share.

SWIPE UP TO PURCHASE



cincoro



cincoro The finest spirit starts in the soil of Jalisco, Mexico. Our Blanco is uniquely made with 100% Weber Blue Agave cultivated from Jalisco's Highland and Lowland regions. From there, our craftsmen cook, distill, then artfully blend the liquid into a single, exceptional Blanco that tastes as pure as it looks.



cincoro



cincoro Every element in our Reposado has been thought through, culminating in a taste that shimmers on the palate.

2w

cincoro | paid social



Espolòn Tequila

July 17, 2015 • \*

Live deliberately. Drink responsibly.



Like

Comment

Share

123

Top Comments



ESPOLÒN Tequila @EspolonTequila · Jul 20

Let your dreams create your reality, not the other way around.



espolon tequila

FOLLOW

128 likes

2w

espolon tequila Make a mark worth celebrating. Photo cred to @atomic tommy. #tattoolife

manimal510 @iamtheautopilot

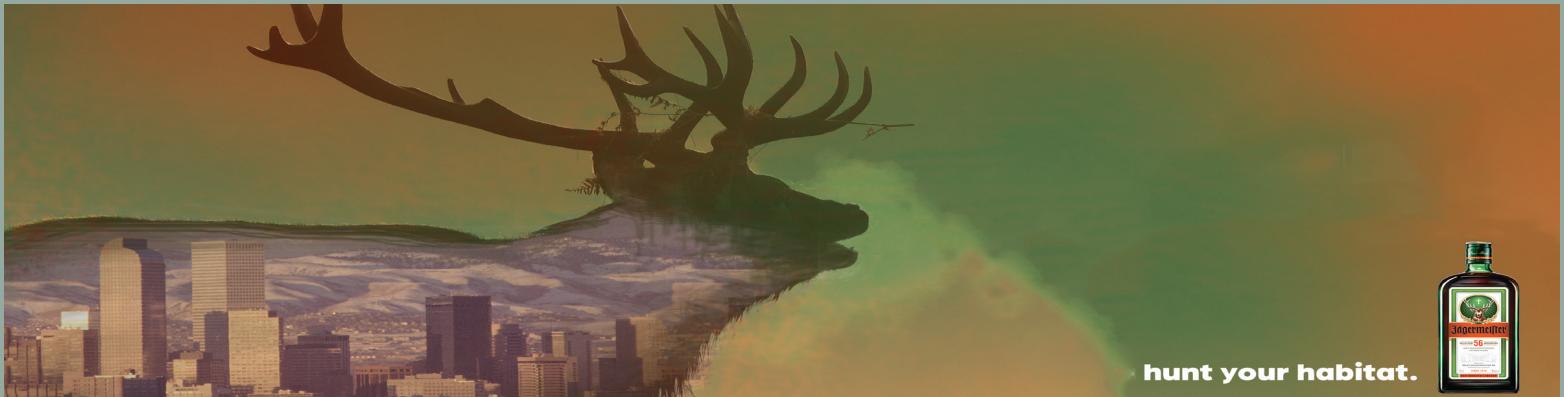
atomic tommy Gracias @espolon tequila

connor the friendly ghost @brettbgiroux

hoodbrat\_ @jacquelinekay217

@snoop\_perro

espolon | brand messaging



jagermeister | banners

tech | sentry, facebook fbiq



Sentry ✅ @getsentry · Jul 16

Without context, a customer's spinning pinwheel can quickly turn into a developer's panic spiral. Only Sentry's new Performance can trace issues back to poor performing api calls and slow database queries, all while giving context to related errors.



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Sentry ✅  
@getsentry

...

See slow faster. There's a big difference between knowing something's slow and knowing what's slow. That's why we created Performance. Sentry's new Performance Monitoring puts your team in the best position to ship fast software. [hubs.ly/H0stL020](https://hubs.ly/H0stL020)



Sentry ✅ @getsentry · Oct 13

...

Put yourself in the best position to ship better software with Sentry's Performance Monitoring.



Milin Desai ✅  
@virtualmilin

🔗 ...

See SLOW faster with @getsentry



Will McMullen @pry0rity · Jan 7

in 20 minutes, we saved 20 seconds off each AI-generated autofix with code profiling in @getsentry. Your turn: [blog.sentry.io/how-profiling-...](https://blog.sentry.io/how-profiling-...)

sentry | performance monitoring gtm campaign



Sentry ✅ @getsentry · Aug 20

For children, Where's Waldo is a fun puzzle book. For developers, it's a cruel reminder of the worst parts of their job. Sentry shows you your source code right in the stack trace, so you don't wear your eyes out searching for it yourself.

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Sentry ✅ @getsentry · Sep 16

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Debugging can feel like being the detective in a Netflix thriller where you find out that you were the murderer all along. Let Sentry find for your errors while you figure out your alibi.



Sentry ✅ @getsentry · Sep 9

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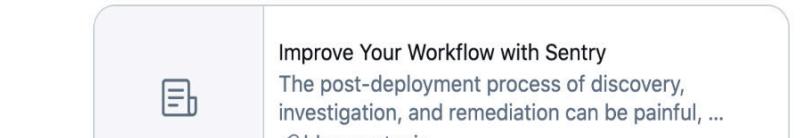
How many hours does your team spend fixing bugs? If the answer is too many, Sentry Enterprise can help.



Sentry ✅ @getsentry · Aug 16

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Painful. Confusing. Annoying. Lengthy. If this describes your debugging process, it might be time to take a look at Sentry.



Sentry ✅ @getsentry · Oct 4

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Scale, speed to deployment, service management. There's more to serverless than just not having a server.



sentry | awareness posts



Sentry ✅ @getsentry · Aug 18

Our Sentry Release @GitHub Action automates tracking releases, configuring suspect commits, and uploading source maps. If you're not using it, you're working too hard.

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Sentry ✅ @getsentry · Aug 31

Don't be alarmed by alerts. Our new Metric Alerts help you filter out the noise, leaving only the notifications that are important to you.



Sentry ✅ @getsentry · Dec 4

Fingerprints: bad for criminals, great for developers who want to group errors. Customize how you fingerprint client devices on a per-project basis. Docs here.



#### Fingerprint Rules for JavaScript

Learn about fingerprint rules, matchers for fingerprinting, how to combine matchers, and usin...

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Sentry ✅ @getsentry · Aug 23

When all the pieces are in place, there's no room for bugs to creep in. Connect Sentry to @Bitbucket Pipelines and integrate with the rest of your Atlassian Stack.



#### Bitbucket + Sentry Integration

Link production errors to commits in Bitbucket. Configure Bitbucket Pipelines to notify Sentry of ne...

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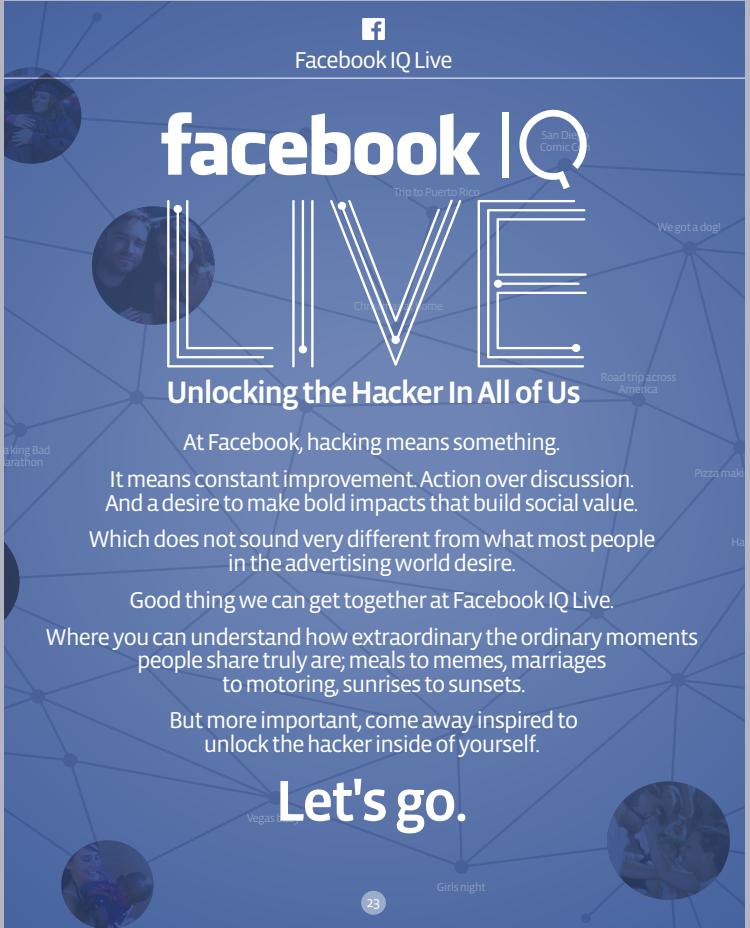


Sentry ✅ @getsentry · Jul 4

More signals, less noise. With our upcoming metrics alerts, you can set filters and thresholds that matter to you. Get alerts when your sign-up page is sluggish or your API is slowing down customers. [hubs.ly/H0s20TC0](https://hubs.ly/H0s20TC0)



sentry | product posts



Facebook fbiq | event marketing