



PAULA'S TEXAS SPIRITS KEY FACTS

COMPANY

Paula's Texas Spirits is the manufacturer of premium liqueurs handmade in Austin, Texas.

Paula's Texas Spirits is a dba of Texacello LLC
2100 Westlake Drive, Austin, TX 78746
512-636-6389
www.PaulasTexasSpirits.com

LEADERSHIP

Paula Angerstein is the founder and owner of Paula's Texas Spirits. She is a native Texan, a University of Texas at Austin graduate, and spent many years in the design, development, and marketing of high-end software systems.

HISTORY

The inspiration for Paula's Texas Spirits began during travels in Italy, where Paula came to love limoncello, the country's traditional after-dinner liqueur. She first produced her own limoncello as a gift for her husband, Paul.

When the technology industry downturn of 2000 gave Paula an opportunity for a new direction, friends suggested that she try selling her limoncello. Paula put her business experience to work, researched the market, and determined that there was indeed potential for Texas-made premium liqueurs. After completing a byzantine, two-year legal process, Paula obtained the second distiller's license in Texas.

Paula's Texas Orange first went on sale in 2005 and Paula's Texas Lemon followed in 2006. Steady growth has followed as Paula's spirits have achieved high regard in the cocktail industry.

Paula continues to manage the business and oversee production.



PRODUCTS



Paula's Texas Orange

- Premium orange liqueur
- 80 proof
- Unique fresh orange flavor and aroma
- Distilled by hand in Austin from all natural ingredients, with no preservatives or artificial ingredients
- Excellent in all cocktails calling for orange liqueur as well as culinary cocktails built around its flavor
- Retail price: \$23 (750 ml only)
- Introduced February 2005



Paula's Texas Lemon

- Premium lemon liqueur
- 60 proof
- Similar to Italian limoncello, it is the first limoncello commercially produced in the United States
- Distilled by hand in Austin from all natural ingredients, with no preservatives or artificial ingredients
- Is delicious sipped chilled or as a cocktail secondary spirit
- Retail price: \$23 (750 ml only)
- Introduced October 2006

COCKTAILS

Paula's Texas Orange

Classic cocktails featuring orange liqueur include the Margarita, Cosmopolitan, Sidecar, Ritz, Stork Club, White Lady, Orange Blossom, Mai Tai, Singapore Sling, Planter's Punch, Whiskey Smash, Satan's Whiskers, Long Island Iced Tea, Mimosa, and Sangria

Paula's Texas Lemon

While lemon liqueur is not often strictly called for in classic cocktails, the bright, organic flavor of Paula's Texas Lemon is excellent in drinks such as the Lemon Drop, Hard Lemonade, Gin and Tonic, Southside, and many other drinks made with garden flavors

DISTRIBUTION

Paula's Texas Orange and Lemon are distributed by Republic National Beverage and are available in liquor stores and fine dining establishments throughout Texas, including the Austin, Dallas, Fort Worth, Houston, and San Antonio metro areas.