

RESOLUTION NO. 180919

Recognizing Kansas City Company Mi Rancho Tequila for entering fast growing Asian tequila market via International Distribution Agreement.

WHEREAS, on November 28, 2018, Michael and Guadalupe Dean, Owners of Mi Rancho Tequila, and Claudia M Schumann and Bergitta Reiss, Owners of Hermitage Spirit Corporation, announced today a long term multi-year strategic production and distribution agreement to jointly develop the International award-winning Mi Rancho 100% Agave Premium Tequila brand in China and Hong Kong; and

WHEREAS, this date acknowledges Kansas City, Missouri as a City of continued growth in International Trade and further acknowledges the importance of small business and the opportunity of growth in World Markets. Mi Rancho Tequila and the Hermitage Spirit Corporation business venture serves as a role model to the business community in Kansas City and the business opportunity of foreign investment in Kansas City and the Midwest; and

WHEREAS, the journey began in Jalisco in 2008, where the Dean-Lozoya family was determined to bridge the divide between premium taste and affordability. Premium tequila had to begin with 100% Blue Agave, planted in the ideally fertile soils of Jalisco, home of all highly regarded tequilas; and

WHEREAS, the format, and scale of this agreement is unique, and demonstrates Dean's commitment to the region and investing in their brand. Carlos Gomez, President and CEO, of the Hispanic Chamber of Commerce of Greater Kansas City was instrumental in the acquisition of the agreement and long term relationship with the Hermitage Spirit Corporation; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

That the Mayor and Council hereby recognizing Kansas City Company Mi Rancho Tequila for entering fast growing Asian tequila market via International Distribution Agreement; and

BE IT FURTHER RESOLVED that this Resolution be spread upon the Minutes of the Council in testimony thereof and that a copy here of be presented to Michael and Guadalupe Dean, Owners of Mi Rancho Tequila, and Claudia M Schumann and Bergitta Reiss, Owners of Hermitage Spirit Corporation, with the Mayor and Council expressing their heartfelt appreciation to this agreement between both companies which strengthens our ties with our Sister Cities in China and at the same time strengthens our business ties with our neighboring country of Mexico.



[Signature]
Sly James, Mayor

[Signature]
Marilyn Sanders, City Clerk

NOV 29, 2018

Date Passed