

# TopoChico™

## HARD SELTZER

### SPIKED SPARKLING WATER



### REASONS TO BELIEVE

- **LEANS INTO AWARENESS & AUTHENTIC APPROACH** of existing non-alc. Topo Chico fans
- **INCREMENTAL CONSUMER DEMOGRAPHIC,** resonating with Millennial & Latino consumers
- **UNIQUE FLAVORS** with a twist
- **DISTINCTIVE LIQUID** with proprietary mineral blend

### SKUS:



**4-FLAVOR VARIETY 12-PACK:**  
Tangy Lemon Lime, Tropical Mango,  
Strawberry Guava, Exotic Pineapple

**24OZ CAN**  
Tangy Lemon  
Lime

**24OZ CAN**  
Strawberry  
Guava

### LAUNCH DATES:

3/29/21

### SHELF LIFE:

52 WEEKS

### PRICING GUIDANCE:

AT PARITY TO WHITE CLAW

### PLACEMENT:

PLACE ADJACENT TO CORONA  
SELTZER 12PKS & HARD  
SELTZER CATEGORY ON SHELF

### PRODUCT ATTRIBUTES

**CALORIES: 100, CARBS: 2G,  
SUGAR: 2G, ABV: 4.7%**  
*per 12 OZ serving, Gluten Free,  
Natural flavors & minerals*

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## REASONS TO BELIEVE

- The parent brands organic, authentic approach has resulted in a brand with cool factor and regional strength — that is on FIRE with Millennial & Latino Consumers
- The Mexican heritage of the non-alc. product can unlock the valuable Latino consumer who are not well served by existing seltzers in addition to general market appeal
- Unique Flavors: Lemon Lime (with a hint of Tamarind), Strawberry Pineapple, Pineapple Twist, and Tropical Mango
- Distinctive Liquid: Proprietary mineral blend offers superior taste and effervescence

Topo Chico mineral water is a phenomenon — a brand that has generated strong growth and major regional strength with millennial, GenZ, and Latino consumers. Which is why we are so excited to launch Topo Chico Hard Seltzer, the only hard seltzer inspired by the legendary taste of Topo Chico Mineral Water. The first major hard seltzer built on legacy non-alc. brand, Topo Chico Hard Seltzer brings familiar flavors with a twist, launching in a 12pk 4-flavor variety pack with flavors like Lemon Lime (with a hint of Tamarind), Strawberry Pineapple, Pineapple Twist, and Tropical Mango.

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