

**NEW**



**TEQUILA SELTZER**  
MADE WITH 100% AGAVE

90 CALORIES | 0 CARBS | SALT-FREE | SUGAR-FREE | 4.5% ALC/VOL

**Just Cuervo**

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**PLAYA IS THE SPANISH WORD FOR "BEACH", MAR MEANS "SEA" PLAYAMAR IS A BUBBLY REFRESHING TEQUILA HARD SELTZER FOR A SEASIDE STATE OF MIND.**

**MADE WITH CUERVO TEQUILA AND NATURAL FLAVOR. THAT'S IT.**

**Made with Jose Cuervo® Tequila**  
**Only 90 Calories per 12oz can**  
**Gluten Free**  
**Zero Carbs & Sugar Free**  
**No Artificial Sweeteners**  
**Only Natural Flavors**



**PLAYAMAR 2021 PAID MEDIA SUPPORT TARGETED TO 30 STATES FOR MAXIMIZED IMPACT**



Can't miss ads on both Facebook and Instagram will put Playamar in front of our target consumers throughout the entire summer. Online, we'll make sure to make a splash this year.

**62M Impressions | April 12th - September 15th**  
**Reaching 77% of A21-34 on the platform**



YouTube, one of the largest video content platforms in the world, will get in front of those Young Spirit Drinkers that are actively looking for video content - ready to be engaged.

**18.2M Impressions | April 12th - September 15th**  
**Reaching 26% of A21-34 on the platform**



Amplify Playamar audio message to highly engaged consumers wherever they are listening to Spotify. Playamar audio ads will be exclusively served in-stream during active sessions.

**24M Impressions | April 12th - MDW + July - September 15th**  
**Reaching 32% of A21-34 on the platform**

