

Cuervo | **UFC**

DOUBLE STRENGTH MARGARITA IS THE NEW HEAVYWEIGHT CHAMPION

- 1 Jose Cuervo® created the Margarita in 1938, and it's now the world's most popular cocktail
- 2 Authentic Cuervo® Margaritas are the #1 Margarita in the Prepared Cocktails category with 55% share¹
- 3 The Prepared Cocktails category thrives on offering of variety, with 41% of drinkers choosing Prepared Cocktails over other drinks because they have a better variety of flavors²
- 4 Favorite flavor is the most important factor (64%) in choosing a Prepared Cocktail, followed by new flavor (42%) and 31% of consumers look for a Prepared Cocktail from a well known alcohol brand²

Cuervo Authentic Margaritas offer the best and most convenient way to enjoy a new flavor at home. Made with real Cuervo tequila and Natural fruit flavors. Just pour and serve, no mixing required.

20% ABV / 40 Proof

\$19.99 SRP

MADE WITH **Cuervo** TEQUILA



Sources: ¹ Nielsen Total US xAOC + Liquor Plus + Conv. Latest 52 Wks - w/e 10/09/21 | ² Mintel RTD Alcoholic Beverages - US - December 2018

Margarita with Jose Cuervo® Tequila. 20% alc./vol. (40 proof). Trademarks owned by Beclé, S.A.B. de C.V. ©2022 Proximo, Jersey City, NJ. Please drink responsibly.

THE IDEA

Lime Margarita with double the ABV of Jose Cuervo Authentic Classic Margarita. Co-branded with UFC as Cuervo is the Official Tequila of UFC, this is Jose Cuervo Margaritas' first collaborative launch and is perfect for high energy at home events, such as UFC or other sports viewing parties, increasing evening occasions and broadening consumer base.

HOW IT WORKS

- 38% of consumers say that ABV is Extremely or Very Important in purchasing decisions for RTD spirits¹
- 70% of consumers surveyed reported a positive reaction to the Cuervo x UFC Higher ABV concept, and 47% of consumers surveyed reported they probably or definitely would buy¹
- This launch gives Cuervo Margaritas a direct competitive proposition to On The Rocks – the only other 40PF Margarita – at a significantly better price for consumers
- Cuervo Double Strength SRP of \$19.99 makes Cuervo 375mL equivalent under \$5, a 61% savings per ml to consumers vs On The Rocks²

Sources:
¹Numerator Custom Survey 2021 | ²Using On The Rocks estimated SRP is \$10.99 for a 375mL. Source Total Wine & More online 10/27/21

PRODUCT CHARACTERISTICS

- **AROMA:** Bright zest and pressed lime peel under notes of orange and agave
- **FLAVOR:** Starts tart lime peel fading quickly into creamy lemon and agave. Finishes tequila and sweet oranges

OFF PREMISE TOOLS & STANDARDS Paper POS available on Brand Muscle



PRODUCT SPECS

DESCRIPTION	JOSE CUERVO® DOUBLE STRENGTH MARGARITA 1.75L (6 x 1)
PROOF	40
SIZE	1.75L
UPC	818844022986
SCC	10818844022983
NABCA	398-58854-17
CS WT (LBS)	26.6
CASE DIMENSIONS (IN)	13.2 x 8.9 x 13.6
CS/PALLET	75
CS/TIER	15
BTLS/CS	6

