

1800

— THE —
ULTIMATE
MARGARITA®

INTRODUCES
STRAWBERRY
NOW IN PET

RTD Key Selling Points

- 1800 Ultimate Margaritas are #1 in Premium Price Prepared Cocktails
- 1800 Ultimate Margarita is the #2 Ready to Serve cocktail brand and growing at 17% L52 weeks, faster than the category segment
- +2% Nielsen share growth in RTS to 12.2% RTS segment L52 weeks
- 2017, 2018, 2019 & 2020 Impact Hot Brand Award winner

Source: Nielsen Total US xAOC + Liquor Plus + Conv, Latest 52 Wks - w/e 10/09/21



1.75L
9.95% ABV / 19.9 PROOF
\$21.99 SRP

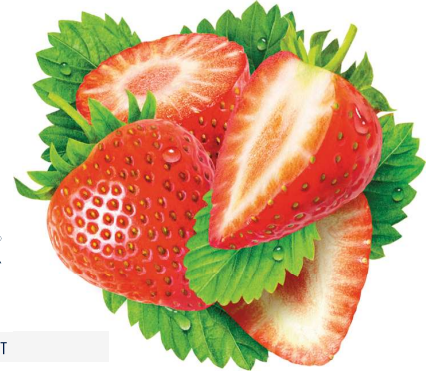
THE ULTIMATE MARGARITA
READY TO SERVE

The Ultimate Margarita is the world's greatest cocktail created with premium tequila perfectly blended with the flavor of fresh fruit and the extract of lime for a refreshing crisp bite and tangy finish.

1800 Strawberry Margarita joins Original, Peach, Pineapple, Watermelon, Mango, Black Cherry, Blood Orange, Raspberry and Spicy.

Perfect for any occasion – simply chill and pour over ice.

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DESCRIPTION	NABCA	UPC	SCC	BOTTLE SPECIFICATIONS - DOMESTIC PET	
1800 THE ULTIMATE MARGARITA STRAWBERRY	396-59201-17	818844022771	10818844022778	ABV	9.95%
				CS/TIER	13
				PROOF	19.9
				# TIERS	4
				SIZE	1.75L
				CS/PALLET	52
				UNITS/CS	6
				CS LENGTH (IN)	14.31
				MATERIAL	PET
				CASE WIDTH (IN)	9.81
				CS WT (LBS)	27.55
				CASE HEIGHT (IN)	12.37

STRAWBERRY MARGARITA CODES



Tasting Notes

AROMA: Sweet red strawberry, backnotes of red currants and fresh lime

FLAVOR: Red berry upfront mellows and fades to wine and mixed citrus. Juicy orange and tequila throughout.

Why It Works

- Annual flavor innovations in Prepared Cocktails drive brand interest among customers and at shelf with consumer¹
- Custom Nielsen Variety Rank and Sort research on preferred innovation flavors showed 1800 Strawberry as the top ranked innovation flavor that would add incremental preference share of to an already high baseline – growing total line preference share from 84% to 85%²
- Strawberry is the #1 flavor of Margarita³, and is a top performer in Cuervo lines trending up YOY⁴

Sources:

¹ Nielsen Homescan 2017

² Nielsen Variety Rank and Sort Custom Study

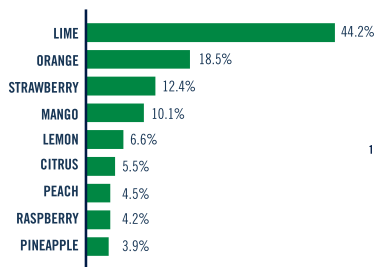
³ Givaudan Primary Research: Fit & Appeal Consumer Study

⁴ VIP Idig Internal Depletions



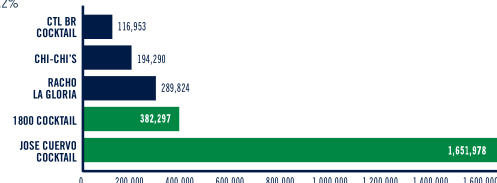
Sales Performance

Margarita Flavor Popularity at On-Premise



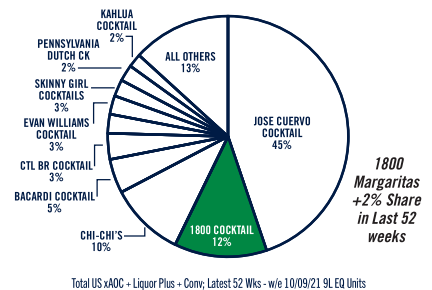
Source: Technomic Menu Mentions

Proximo Leads in Ready to Serve Margarita, over 7X more cases sold than next closest competitors



Source: Total US xAOC - Liquor Plus + Conv; Latest 52 Wks - w/e 10/09/21 9L EQ Units

1800 Margarita #2 in Share of Ready to Serve Cocktails and Growing



1800 Margaritas +2% Share in Last 52 weeks

Total US xAOC - Liquor Plus + Conv; Latest 52 Wks - w/e 10/09/21 9L EQ Units