

1800

— THE —
ULTIMATE
MARGARITA®

Introduces Watermelon to the Flavor Lineup

Experience the world's greatest cocktail created with premium tequila perfectly blended with the flavor of fresh watermelon and the extract of lime for a refreshing crisp sweet finish.

Simply pour over ice into a salt rimmed glass, garnish with a wedge of lime and enjoy. Watermelon is perfect for casual get togethers, parties and social gatherings with friends or family.



9.95% ALC. BY VOL. 1.75L
19.9 PROOF

1800

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1800 The Ultimate Margarita is ripe for the picking! With +35% growth since 2015, 1800 RTD is holding strong as the 3rd largest ready-to-drink brand in the category.* Rolling out with an updated look, the next flavor to launch is Watermelon!

Consumer desire is strong, with +10% growth of Watermelon flavored RTDs over the last 52 weeks.*

Premium Watermelon flavored options are limited - 1800 The Ultimate Margarita Watermelon answers the call with real tequila blended with sweet Watermelon and the tang of lime, delivering a taste consumers will love.

PROOF	19.9
SIZE	1.75 L
UPC#	811538016445
SCC#	10811538016442
NABCA#	396 – 59163 – 17
CASE DIMENSIONS(LxWxH)	14.0" x 10.0" x 11.6"
WEIGHT	44.5 lb.
CASES PER PALLET	48
CASES PER TIER	12
BOTTLES/CASE	6



In Market Date: **March 2018**

POS tools available: Paper POS items will be made available on Brand Muscle. Tray packs and pallet wraps are available for national chain accounts.

Available for national distribution with a focus on off-premise accounts including neighborhood grocery stores, grocery, club, drug, large liquor stores, super centers and neighborhood liquor stores.

*Nielsen Data as of 11/04/17

Watermelon Margarita made with Premium Tequila, Triple Sec Liqueur, Natural Flavors and Certified Colors. 9.95% alc./vol. (19.9 proof) Trademarks owned by Agavea Camichines, S.A. de C.V. ©2018 Proximo, Jersey City, NJ. Please drink responsibly.