

Jose Cuervo

MARGARITAS

AUTHENTIC CUERVO MARGARITAS
200ML 4 PACKS +52% IN 2019

INTRODUCING
2 NEW FLAVORS AND
A NEW FRESH LOOK



NEW

LIGHT LIME MARGARITA
GRAPEFRUIT TANGERINE
MARGARITA

9.95% ABV/19.9 Proof
Suggested Price \$10.99

- Authentic Cuervo® Margaritas (ACM) are the #1 Ready-to-Drink (RTD) and #1 Margarita in the U.S.¹
- RTD consumers say their favorite flavor is the most important factor (64%) in choosing an RTD and more than half of consumers want an RTD they can drink at any time²
- Innovation in packaging format is especially motivating for product choice and purchase; one in three consumers report that unique packaging can lead them to try new products³
- ACM 200ml 4packs are growing by double digits at +52% vs YAG— ripe for more flavor extensions⁴
- Millennials and LDA-Gen Z are more likely to purchase smaller formats, reflecting their interest in convenience and “on the go” purchasing, with one in three of younger-LDA consumers reporting they often purchase small and single-serving formats³
- Light Lime and Grapefruit Tangerine are among the most popular Authentic flavors, and account for over 15% of Cuervo Authentic sales in 1.75L size

SMALL SIZE TOOLBOX

SALES PERFORMANCE



COOLER



WIRE COUNTER RACK



COOLER BIN



DUMP BIN



SHELF TALKER

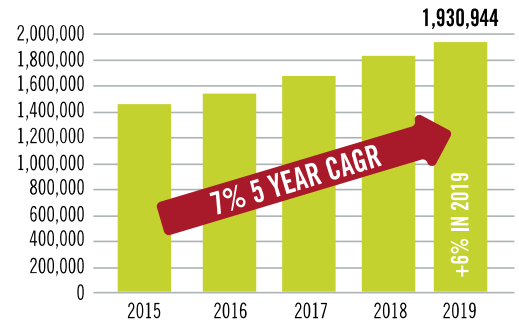


FRIDGE CLING

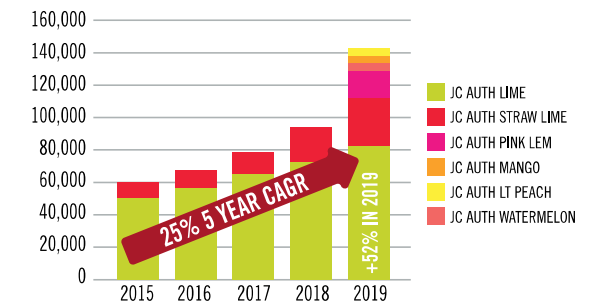


FRIDGE TAPE
FRIDGE DOOR SUCTION TRAY

Jose Cuervo® ACM Total



Jose Cuervo® ACM 200ml 4-Packs



CLASSIC LIME



8 11538 01155 6



3 0811538011557



LT WHITE PEACH



8 11538 01691 9



1 5811538016904



STRAWBERRY LIME



8 11538 01276 8



3 0811538012769



WATERMELON



8 11538 01695 7



1 5811538016942



PINK LEMONADE



8 11538 01964 4



3 0811538019614



LIGHT LIME



8 18844 02079 1



3 0818844020792



MANGO



8 11538 01650 6



1 5811538016485



GRAPEFRUIT TANGERINE



8 11538 01697 1



1 5811538016966

ACM Flavor	JC ACM Lt White Peach	JC ACM Mango	JC ACM Watermelon	JC ACM Classic Lime	JC ACM Strawberry Lime	JC ACM Pink Lemonade	JC ACM Light Lime	JC ACM Grapefruit Tangerine
Individual Bottle UPC	811538016902	811538016483	811538016940	811538011136	811538012751	811538019613	818844020845	811538016964
Case NABCA	398-58909-20	398-58902-20	398-58908-20	398-58835-20	398-58858-20	20-100686-20	398-58911-20	398-58910-20
Case Specifications	CASE WEIGHT (LBS)	CASE DIMENSIONS (IN)	CASES/PALLET	CASES/TIER	BOTTLES/CASE	TIERS	Bottle Dimensions (IN)	
	12.7	13.2x9.1x7.1	144	16	24	9	6.33 x 1.96 x 1.96	