

INTRODUCING SPARKLING TEQUILA MULE AND PINK LEMONADE MARGARITA TO THE 355ML LINEUP



*New Look
for all flavors!*

**SOLD IN 4-PACKS
AND INDIVIDUAL CANS**

8% ABV/16 PROOF

**355ML 4-PACK SUGGESTED
PRICE \$12.99**

- Ready to Drink now makes up the largest segment making up 72% of the total Prepared Cocktails Category, up from 51% YAG¹
- Cans make up the lion's share of Ready to Drink – selling over 9.5M 9L cases in L52 weeks and +143% vs YAG¹
- Among spirit based RTDs 4 packs are by far the most popular pack size with 53% of RTDs sold in this pack and still driving growth +115% in L52 weeks, the second most popular size is single cans with 13% of volume and +39% in L52 weeks 91)
- Consumers report that favorite flavor is the most important factor in choosing a Prepared Cocktail (55% of consumers selecting) and new flavor is the 3rd most popular reason for choosing a prepared cocktail (32% of consumers selecting)² which is why innovation in this category is key!
- Cuervo Sparkling Cocktails were one of the first canned cocktails on the market and have been offering the tequila cocktails consumers love in a convenient can format since 2013 - and showing strong L52 week performance +13% in volume³ and with consumer and category trends are still ripe for growth
- New look and new trending flavors will catapult Cuervo Sparkling cans to the next level in 2022!



MADE WITH
JOSE CUERVO
TEQUILA



8% 355ml
ALC BY VOL (12 FL.OZ.)

Sources:

1. Nielsen Ttl US XAOC+Liq+Conv. Latest 52 Wks - w/e 12/04/21

2. Mintel RTD Alcoholic Beverages - Dec 2020

3. VIP IRI Internal Depletions through 12/21/21

Jose Cuervo® Sparkling Cocktails. 8% Alc/Vol. (16 Proof). Trademarks owned by Beclé, S.A.B. de C.V. ©2022 Proximo, Jersey City, NJ.

THE IDEA

Jose Cuervo Sparkling Cocktails launching two new and trending flavors: Pink Lemonade Margarita and Tequila Mule both made with Jose Cuervo® tequila. Offering the Cuervo cocktail experience in a convenient 355ml slim can.

PRODUCT DESCRIPTORS

PINK LEMONADE MARGARITA

AROMA: Floral lemon on a cotton candy and red berry background.
FLAVOR: Ripe raspberries, strawberries and oranges up front with sweet lemon peel and tequila finish.

TEQUILA MULE

AROMA: Earthy ginger juice and oak up front.
 Light citrus and lemongrass in the background.
FLAVOR: Starts as lemon and fresh ginger before picking up woody and earthy notes with a building spice. Squeezed lime juice and agave sweetness emerge and balance the lingering heat.

HOW IT WORKS

- Annual flavor innovations in Prepared Cocktails drive brand interest among customers and at shelf with consumers¹
- Pink Lemonade Margarita has been a star performer in the Cuervo Authentic Margarita line since its launch in 2016
- In 2021 Lemonade flavored seltzers and cocktails boomed – becoming the #1 seltzer flavor by a wide margin of 5M 9L cases and entering the top 10 of spirit based Prepared Cocktails flavors with 20% growth²
- Tequila Mule has been a longstanding cocktail strategy for Cuervo in Mexico as Cuervo pairs perfectly with ginger beer and lime for a refreshing and delicious drink
- These trends have been making their way to the US over the last few years, with growth in on premise menu mentions and a 70% increase in Google Trends for the search term “Mexican/Tequila Mule Recipe” in the last 12 months³
- Showing the power of this trend, Mule is now the #3 flavor in spirit based Prepared Cocktails – behind strongholds Margarita and Lime in the #1 and #2 spots respectively (2) – and +61% in L52 weeks

POINT-OF-SALE MATERIALS

GRAVITY FEED COUNTER DISPLAY

Note: Gravity Feed will fit can sizes as well as 200ml PET 4 packs



CAN COOLER



CASE BIN



PRODUCT SPECIFICATIONS

CS WT (LBS)	19.65
PACK DIMENSIONS (IN)	4.5"l x 4.5"w x 6.25"h
CASE DIMENSIONS (IN)	14.5"l x 9.625"w x 6.4"h
CS/PALLET	91
CS/TIER	13/7
CANS/PACK	4
PACK/CASE	6
NABCA	
SPARK. TEQUILA MULE	398-58929-35
SPARK. PINK LEMONADE	398-58928-35
SPARK. MARGARITA	398-58914-35
SPARK. STRAWBERRY MARG.	398-58918-35
SPARK. ROSÉ	398-58919-35
SPARK. PALOMA	398-58916-35
SPARK. LIGHT MARGARITA	398-58927-35

	JC SPARKLING TEQUILA MULE MARGARITA	JC SPARKLING PINK LEMONADE MARGARITA	JC SPARKLING MARGARITA
355ML CAN	 8 18844 02278 8	 8 18844 02280 1	 8 18844 02008 1
4-PACK	 8 18844 02279 5	 8 18844 02281 8	 8 18844 02012 8
SCC	 3 0 8 1 8 8 4 4 0 2 2 7 8 9	 3 0 8 1 8 8 4 4 0 2 2 8 0 2	 3 0 8 1 8 8 4 4 0 2 0 0 8 2

	JC SPARKLING STRAWBERRY MARGARITA	JC SPARKLING ROSÉ	JC SPARKLING PALOMA	JC SPARKLING LIGHT MARGARITA
355ML CAN	 8 18844 02009 8	 8 18844 02011 1	 8 18844 02010 4	 8 18844 02142 2
4-PACK	 8 18844 02013 5	 8 18844 02015 9	 8 18844 02014 2	 8 18844 02139 2
SCC	 3 0 8 1 8 8 4 4 0 2 0 0 9 9	 3 0 8 1 8 8 4 4 0 2 0 1 1 2	 3 0 8 1 8 8 4 4 0 2 0 1 0 5	 3 0 8 1 8 8 4 4 0 2 1 3 9 3