



Dos Equis Ranch Water Variety Pack

12pk 12oz. CANS: 3 XX RW Classic Lime (ABV 4.5%), 3 XX RW Mango (ABV 4.5%), 3 XX RW Blood Orange (ABV 4.5%), 3 XX RW Spicy Grapefruit (ABV 4.5%)

XX Ranch Water Variety Pack 12pk 12oz. CANS



XX Ranch Water Variety Pack 2x12pk TRAY 12oz. CA

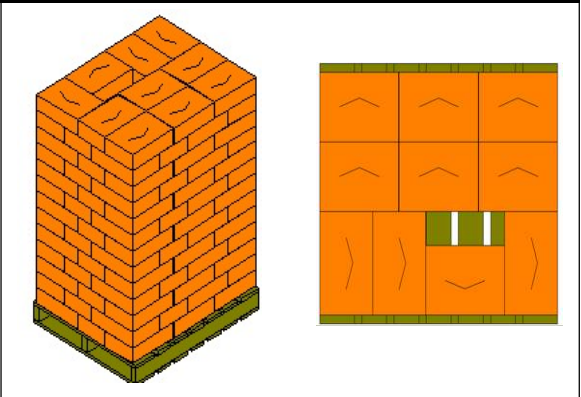


| PRODUCT DIMENSIONS | PER PALLET | PER CASE | SELLING UNIT |
|--------------------|------------|----------|--------------|
| No. of Cases | 130 | n/a | n/a |
| No. of Cases/Layer | 10 | n/a | n/a |
| No. of Layers | 13 | n/a | n/a |
| Weight [lbs] | 2,687.70 | 20.29 | 10.14 |
| Length [inches] | 48.46" | 15.98" | 10.39" |
| Width [inches] | 37.63" | 10.82" | 7.75" |
| Height [inches] | 70.43" | 4.84" | 4.84" |
| EQ Case Conversion | | 1 | |

| UPC CODES | |
|--------------|--------------|
| 12pk Carrier | 089826230655 |
| 2x12pk Tray | 089826230662 |

| SKU INFO | |
|----------|--------|
| Deposit | 153302 |
| | |
| | |

PALLET CONFIGURATION



2021 Dos Equis® Variety Pack

3/1/21-12/31/21

Dos Equis® is hitting the shelves this year with a new and flavorful way to enjoy this smooth tasting cerveza.

Introducing the new Dos Equis® variety pack – Dos Equis® Lager beer with hints of natural fruit flavors and a touch of lime & salt. With a fresh line-up of pineapple, watermelon, cucumber, and lime & salt to choose from, there is a refreshing twist for everyone in the group.

Available in select markets: TX, NM, AZ, SoCal

Why Dos Equis® Variety Pack?



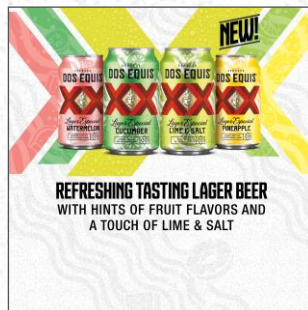
- Cans only account for 33% of Import sales, but account for 60% of the growth¹

- Flavor Mix packs are growing! Consumers are looking for:

- Range of fruit flavors
- Something for everyone
- Reach for known brands with interesting flavors²

- Mexican Imports accounted for 17% of all Category innovation \$, while only holding 15% share of total \$¹

NATIONAL POS



POS: Tuck Card (English/Spanish), Cooler Decal, 3-Sided Display Topper, 4-Sided Can Display, Shelf Wobbler

In-Market: March 1- December 31, 2021

PROGRAM SUPPORT



Social



Digital



E-Commerce



POS







Sampling



Merch

TASTING NOTES

| |  Dos Equis® Lime & Salt |  Dos Equis® Watermelon |  Dos Equis® Pineapple |  Dos Equis® Cucumber |
|------------------------------|---|--|---|--|
| Flavor | Aroma and flavor match perfectly. Lime comes across without linger and just with a touch of salt. | Clear watermelon flesh and rind that comes across slightly sweet. | Notes of dried pineapple Surprisingly light sweetness and refreshing | Fresh, slightly sweet cucumber. Slight melon and cucumber flesh notes |
| Aroma | A nuanced blend of malts, spices and earth tones with a touch of sweet fruit aroma. | | | |
| Taste & Mouthfeel | Low bitterness, crisp, low-med body. Lime and salt are present but not overpowering. Light & smooth to drink | | | |

