

DOS EQUIS®



» MARGARITA «

SAMPLING SCRIPT – ON & OFF PREMISE

DOS EQUIS MARGARITA SAMPLING INFORMATION

DOS EQUIS® CLASSIC LIME MARGARITA – MADE WITH TEQUILA

Dos Equis has launched a new Ready to Drink Canned Margarita that gives you a perfectly mixed cocktail made with Blanco Tequila, that will refresh you as much as it excites your taste buds, all at the crack of a can.

The product has been launched in a 4 pack 12oz slimline can, at 10% ABV in Classic Lime flavor.



TASTING NOTES FOR DOS EQUIS® CLASSIC LIME MARGARITA

DOS EQUIS® CLASSIC LIME MARGARITA	
AROMA	Hints of agave, warm sweet aromatics, and soft earthy spice notes.
FLAVOR	Upfront there is refreshing lime notes and distinct tequila flavors.
TASTE & MOUTHFEEL	Mild tartness with a gentle balance of sweetness ends with a refreshing mouth-feel.



SAMPLING SCRIPT FOR DOS EQUIS® CLASSIC LIME MARGARITA

- **Greet & check ID**

- Hi, how are you?
- I'm [your name], and I'm a Dos Equis® Ambassador. Our content is for 21+ consumers, I would love to share some info on [Brand X], would that be, OK?

- **Show product**

- Have you heard of Dos Equis® Margarita?
- It's a new Ready to Drink Canned Margarita from Dos Equis® made with Blanco Tequila, real lime juice & natural flavors

Offer a taste

- Want to try it?

(Off-Premise)

- We have launched with a Classic Lime flavor. The Dos Equis® Classic Lime Margarita is the perfect way to enjoy a refreshing cocktail all at the crack of a can, without the hassle of having to buy all the ingredients and make it yourself.

(On-Premise)

- We have launched with a Classic Lime Flavor. The Dos Equis® Classic Lime Margarita gives you a perfectly mixed cocktail all at the crack of a can.

- **While consumer is tasting**

- Dos Equis® Margarita has refreshing lime notes and distinct tequila flavors.
- Mild tartness with a gentle balance of sweetness

After consumer is tasting

- The Dos Equis® Margarita offers a convenient way to enjoy a refreshing and authentic cocktail .

- **Encourage purchase (Off-Premise)**

- [always check which packages account carries]
- You can pick up a 4 pack right here or find it in the Ready to Drink Cocktails aisle next to Cutwater & High Noon.

- **Encourage purchase (On-Premise)**

- Order one now and enjoy your Dos Equis® Margarita.
- ABV: 10%
- Calories: 310 | Carbs: 27g (only share if asked)
per 12 oz. serving

