

# RANCH HORNITOS® WATER

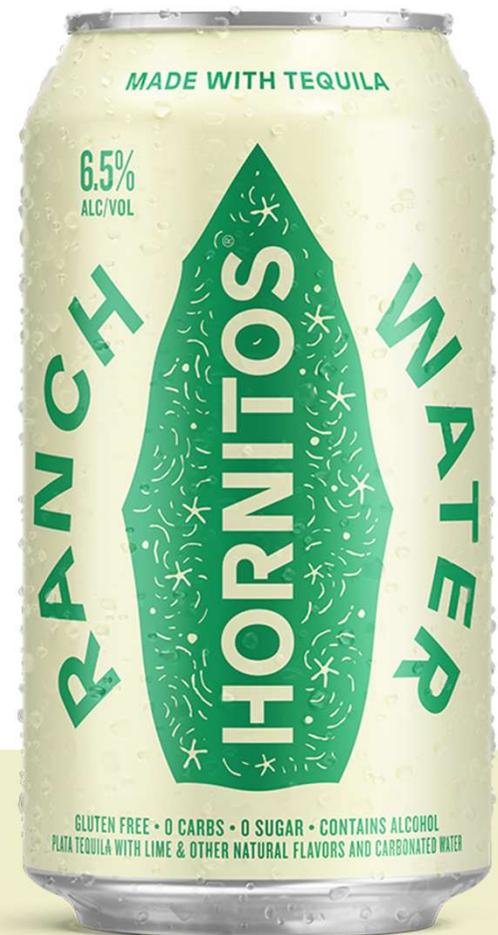
## PREMIUM TEQUILA. AUTHENTIC FLAVOR.

In 1950, Hornitos® was founded upon a spirit of innovation, believing nothing great happens without taking a chance. That same spirit drives us today, leading to our newest offering, Hornitos® Ranch Water.

First made popular in West Texas, Ranch Water is known for its simplicity and refreshing taste. Hornitos® Ranch Water is no different - made with a mix of the bold, authentic flavor of Hornitos® Tequila, Natural Lime Flavor and Sparkling Water, nada más (nothing more).

Hornitos® has truly infused its Mexican roots into the fast-growing Ranch Water trend and will encourage consumers to celebrate the hard work of daily life loudly, while enjoying the simplicity of Ranch Water.

Through partnership with a Mexican artist across packaging and an expansive suite of POS assets, Hornitos® is sure to make a splash in the Ranch Water category.



### PRODUCT DESCRIPTION

*A premium, sparkling cocktail with a balance of freshly squeezed, tart lime, and paired with smooth tequila notes. Made with premium Tequila, natural lime flavor and zero sugar.*

**AROMA** – Natural Lime Flavor

**TASTE** – Tequila with fresh lime flavors

**FINISH** – Smooth and refreshing with subtle sweetness



<b>SIZE</b> <i>(1 cs = 6 4-packs or 24 cans)</i>	<ul style="list-style-type: none"> <li>• 355ml (12oz) cans</li> <li>• 4-packs</li> </ul>
<b>ABV</b>	6.5%
<b>MSRP</b>	\$13.99/4-pack
<b>CAN UPC</b>	080686846239
<b>PACK UPC</b>	080686846246
<b>CASE UPC</b>	10080686846236

# OVERCOMING OBJECTIONS\*

## WHY DO I NEED ANOTHER RANCH WATER ON MY SHELF? HOW DOES THIS DIFFER FROM HORNITOS® LIME SELTZER?

- Hornitos® Ranch Water is made with premium Tequila, Natural Lime Flavor and Sparkling Water - differentiated from competitors that use flavored malt and fermented sugar bases, represents a trade-up opportunity from FMBs, and delivers to consumer wellness and premiumization trends
- Hornitos® Ranch Water is a cocktail inspired RTD offering & Hornitos® Lime Seltzer is a refreshing, fruit-forward and lightly sweetened hard seltzer, both made with premium Plata tequila
- Hornitos® Ranch Water delivers on category distinction, strong appeal to bring new consumers to the Spirits RTD category & Hornitos brand, and has potential to drive category value with strong premium credentials
- Spirit RTDs is the fastest growing category within the Total Spirits Category, +66% in Retail \$ Sales vs YA, and Tequila RTD is the #2 largest segment, +54% in Retail \$ Sales vs YA<sup>1</sup>
- Hornitos® Ranch Water is one of the fastest moving offerings within the Tequila RTD category & Spirit Ranch Water segment, at parity with the leading Spirits Ranch Water competitor
- 4-Pack Spirit RTDs is the largest pack size within Spirits RTD, making up 49% of Spirit RTD Retail \$ Sales and is growing +38% vs YA<sup>2</sup>

## MARKETING SUPPORT + ACTIVATIONS

### OFF-PREMISE:

Standalone Displays, Co-Merch Opportunities with Hornitos Seltzers & Full Portfolio



### ON-PREMISE:

To support in-stadium serves, sampling, and outdoor occasions



### CONSUMER GIVEAWAYS:

Embodying the heritage and origins of Ranch Water & the fun of drinking occasions



## ADDITIONAL SUPPORT: Digital Media / PR / Sponsorships & Promotional Activity

### MERCHANDISING PRIORITIES

- Mass Displays (*standalone and cross-merch with Hornitos® Tequila*)
- Cooler presence (*4 pack and/or single cans*)
- Shelf (*adjacent to Cutwater tequila-based RTD*)
- Counter (*single cans*)

### CHANNEL PRIORITIES

**OFF PREMISE -**  
Small & Large Format  
Liquor, Grocery,  
Convenience

**ON PREMISE -**  
Stadiums/Arenas,  
Bars/Restaurants,  
Outdoor Occasions

### NUTRITIONAL FACTS

(Serving Size 12oz fl /355mL)

- Made with simple ingredients:  
Premium Tequila, Natural Lime Flavor and Sparkling Water
- No Carbs
- No Sugar
- Gluten Free

**CALORIES** 131

**CARBS** 0g

**SUGAR** 0g

**FAT** 0g

(1) Nielsen TTL US xAOC Liq Plus + C-store, L52 w/e 10/08/2022

(2) Nielsen TTL US xAOC Liq Plus + C-store, L13 w/e 10/08/2022