

OLMECA ALTOS MARGARITA

READY TO SERVE

Made with **OLMECA ALTOS PLATA TEQUILA**, liqueur, natural flavors and agave syrup, resulting in a fresh, sophisticated taste with a subtle sweetness and perfectly balanced finish.



SRP: \$19.99
ABV: 15%
SIZE: 750ml
TIMING: AUG'22



INSIGHTS /TRENDS

- A bar-quality Margarita from an award-winning tequila brand. Altos has been ranked a **best tequila for margaritas** by Drinks International **3 years in a row**³.
- **Lime outperformed 1800** on natural, fresh, smooth taste & sweetness⁴
- **Strawberry beat On The Rocks** in blind taste tests and scored in the top 75th%⁵
- Identified as “brand grower” given **strong incrementality (73%⁵)** and sourcing from lower priced RTS brands²

CATEGORY OPPORTUNITY

- Ready to Serve (RTS) prepared cocktails **+49%** over last 2yrs
- Margaritas account for **66%** of category¹
- RTS Margarita Category accelerating with leaders losing share to premium entrants (Jose Cuervo -11.2 vs On The Rocks +7.2 share pts L2Y)¹
- Two flavors **saw 53% potential range reach⁵ of US consumers**



COMMERCIAL PRIORITIES & PROGRAMMING TIMING

0-90 DAYS

AVAILABILITY:

- Drive Distribution across priority Channels

VISIBILITY:

- Leverage at shelf tools
- Ensure placement on Digital Shelf

90+ DAYS

VELOCITY:

- Secondary placement in cold box
- Target Floor Display & Sampling
- Media to shelf activity from Feb 23'



RETAIL STANDARDS

- SRP: \$19.99
- Shelved in Ready to Serve Section adjacent to On The Rocks, Hornitos, 1800 or Skinny Girl
- Minimum 2 Facings



SUPPORT TOOLS



POS

Full Suite of Paper POS, Coupons, (MIR, IRC), Table Tents



1 Case Bin
(AFTER 1st 90 Days)

ON SHELF



DIGITAL ASSETS



PRODUCT SPECS

Priority Channels:

1. Chain Liquor
2. Independent Liquor
3. Grocery
4. Mass



Lime	UPC	0-80432-00021-2
	SCC	100-80432-00021-9
	SIZE	750ml
	PACK OUT	6 btls/case
Strawberry	UPC	0-80432-00053-3
	SCC	100-80432-00053-0
	SIZE	750ml
	PACK OUT	6 btls/case