







BY JARRITOS.



STR	Single Flavors: May 1, VP- May 15
Pricing	Multipacks: In line with leading Low ABV FMWB 25oz: In line with leading Chelada
Packs Available	12pk VP - Mandarin, Pineapple, Tamarind, Fruit Punch 6pk Single Flavor - Mandarin, Pineapple 25oz Can Single Flavor - Mandarin, Pineapple
Markets	Texas, Southern California

# CANTARITOS BY JARRITOS

An alcoholic twist on your favorite Jarritos flavors - inspired by the traditional clay jars served in Mexico's vibrant celebrations.

 <b>IGNITE JOB</b> Invite New 21+ Consumers In	<b>TARGET CONSUMER</b> 21-35, Co-Ed, Hispanic (Mexican Skew), Urban
 <b>GROWTH DRIVER</b> Delight My Tastebuds	<b>OCCASION</b> Casual Get Together, Social Meets

Beer Style	Color	Ingredients	ABV	Shelf Life	Calories
FMB - Mexican Hard Soda	Slightly cloudy with vibrant orange, yellow, red, and brown colors	Water, Corn Syrup, Cane Sugar, Barley Malt, Citric Acid, Natural Flavors, Artificial Colors, Sodium Citrate, Stevia	5%	180 Days	255 - 276
<b>Flavor Profile</b>	Sweet and refreshing hard sodas with juicy mandarin, juicy pineapple, sweet & tart tamarind, and grape & punch flavors. Crafted to match the flavor profile of Jarritos NA soda.				
<b>Features</b>	Made with real cane sugar. Uses original flavors from the 4 top-selling Jarritos soda variants (Mandarin, Pineapple, Tamarind, and Fruit Punch)				

## REASONS TO BELIEVE

<b>PARTNERING WITH THE #1 MEXICAN SODA BRAND IN THE US</b> Authentic Hispanic brand with a proven taste that people love. The Jarritos Non-Alc brand is growing 34% YOY. <small>(SOURCE: IRI Total Market Advantage, TUS Multi-Outlet + Conv, Calendar Year 2021)</small>	<b>THE LOW-ABV FMWB CATEGORY EXPECTED TO BE \$2.6 BN BY 2025</b> Has been growing at a 17% CAGR over the last 3 years. <small>(SOURCE: IRI NAUC)</small>	<b>HISPANICS DRIVING GROWTH OF LOW ABV FMWB CATEGORY</b> Outgrowing general market by 25%. By 2025, the Hispanic opportunity in Low ABV FMWB will be \$450 MN. <small>(SOURCE: IRI NIA Model Food+Conv)</small>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## LAUNCH SUPPORT

<b>MEDIA SPEND</b> Paid social and OOH media to drive launch awareness.	Paid and unpaid influencers to drive launch awareness.	<b>SAMPLING TO SUPPORT LAUNCH</b> Heavy in-store and event sampling to drive trial with target consumer.
----------------------------------------------------------------------------	--------------------------------------------------------	-------------------------------------------------------------------------------------------------------------

Enjoy Responsibly  
The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.