



MONACO



FEEL THE SPIRIT

FEEL THE SPICE



2 SHOTS IN EVERY CAN

REAL COCKTAIL

9% ALC/VOL

Monaco Margaritas taste like the real deal, but even better.

Available in Twisted Lime and Watermelon, we made two delicious flavors that feature the perfect mix of tangy lime with notes of fresh citrus and fruit. Life is meant to be celebrated. Crack open a Monaco Margarita and sip on your favorite cocktail - we kept the classic taste, but ditched the effort.

THE REASON

- Tequila has shown escalating historical growth, and now leads spirit type category dollar sales overtaking bourbon for the #1 spot.
- Margaritas are the fastest growing cocktail in the US at +196%; with the top 30 SKU's accounting for USD \$225M Retail dollars in the last 52weeks.
- Spirit based canned cocktails are leading the Adult Beverage Category, growing +66% in 2022, as consumers seek great flavor made with real spirits
- Monaco Cocktails are the #1 selling single serve brand, accounting for more revenue than the next 4 best selling spirit-based RTD brands.....COMBINED!
- Monaco's last 5 Innovation items have delivered over 1.6million cases, and all are in the Monaco Top 10 best sellers!

INTRODUCING MONACO CLASSIC AND SPICY MARGARITAS

Margaritas your own style, not the kind of drinks to be sipping all day long, the ones that make you **FEEL THE SPIRIT** of the party when you feel classy or **FEEL THE SPICE** of the night when you are ready to heat things up, always with 2 SHOTS in every can. Only for the bold moves.