



Brand Purpose
Shine a light on our way forward

Brand Story / History
Sol was founded in Mexico in 1899, originally from Orizaba, the highest peak in Mexico in the Southeastern part of the country, and is one of the largest beer brands in Mexico. Sol was the first Mexican brand to be showcased in a clear bottle to show off the beautiful golden liquid and over time has become one of Mexico's most cherished brands.

- Brand Facts**
- Sol is the fastest growing franchise in the Mexican Imports category
 - Hispanics drink more beer than the average drinker and by 2020 Hispanics will account for over 50% of the population growth
 - Sol brings heritage, authenticity and recognition to the category
 - Sol has a focused pack strategy to deliver against the different consumption occasions

Brand Style

- Style: Mexican Lager

Nutritionals – IBU- SRM (per 12oz serving)

• Calories: 138	• Carbs: 11.6 (grams)
• ABV: 4.5%	• Sodium: 20 (mg)
	• Protein: < 1 gram

- Sensory Information (AATMF)**
- **Appearance:** Golden in color like a ray of sunlight
 - **Aroma:** Subtle essence of florals with a fine malt blend
 - **Taste:** Delicate citrus notes balanced with a hop accent round out the full flavor
 - **Mouthfeel:** Moderate body, well-balanced
 - **Finish:** Crisp and clean

- Food Pairings**
- Mexican cuisine such as Fish Tacos, Mexican Honey-Lime Grilled Chicken, Chicken Fajitas, Elotes

Cerveza Sol



- SKUs**
- 12pack 11.2oz bottles
 - 6pack 11.2oz bottles
 - 12pk 12oz cans
 - 24oz cans
 - 16oz cans
 - 32oz bottle

- Priority or COT Priority**
- Large Format: 6pk/12pk BTLs, 12pk Cans
 - Small Format: 6pk BTLs, 24oz Cans, 12pk BTLs
 - On-Premise: 11.2oz BTLs, 12oz Cans



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Brand Facts
<ul style="list-style-type: none"> Mexican provenance matters in this growing RTD Chelada category Inspired by the #1 RTD Mezcla in Mexico, Sol USA now imports a NEW Sol Chelada. Drinkers are looking for flavor and refreshment; Sol Chelada brings a brighter solution that will fit consumers daytime social occasions with a premade, no hassle Chelada! Sol brings heritage, authenticity and recognition to the category

Brand Style
<ul style="list-style-type: none"> Style: Flavored Mexican Lager
Nutritionals – IBU- SRM (per 12oz serving)
<ul style="list-style-type: none"> Calories: 158 ABV: 3.5% Carbs: 20.3 (grams) Protein: 1.8 grams
Sensory Information (AATMF)
<ul style="list-style-type: none"> Appearance: Opaque red-pink with slight foam Aroma: Herbal/spicy character with notes of fresh tomato Taste: A moderate overall flavor with tomato character, followed by the lager, finishing with a blend of subtle characters that include: savory notes, green vegetables and spice with a salty taste to add to the complexity Mouthfeel: Low-moderate body Finish: Salty with a spice finish

Sol Chelada



SKUs
<ul style="list-style-type: none"> Single 24oz Can 4pk 16oz Can
Priority or COT Priority
<ul style="list-style-type: none"> Small Format: 24oz Can
Food Pairings
<ul style="list-style-type: none"> Shredded pork stew with smoky chipotle tomato sauce, Chicken cheddar quesadillas with corn salsa, Beef tacos



Sol Chelada Limón Y Sal

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Brand Facts
<ul style="list-style-type: none"> Beginning in February 2020, Sol USA will import the same Sol Chelada Limón Y Sal as the popular version sold in Mexico. Sol brings heritage, authenticity and recognition to the category and now offers the next most authentic Chelada style Sol is known as an innovative beer brand in Mexico as this was the 1st lime and salt RTD Chelada launched in Mexico in 2007

Brand Style
<ul style="list-style-type: none"> Style: Flavored Mexican Lager

Nutritionals – IBU- SRM (per 12oz serving)	
<ul style="list-style-type: none"> Calories: 114 ABV: 3.5% 	<ul style="list-style-type: none"> Carbs: 10 grams Protein: <1 grams

Sensory Information (AATMF)
<ul style="list-style-type: none"> Appearance: Slightly hazy straw color with low foam Aroma: Low-moderate aroma of malt character and lime Taste: Low malt and juicy lime character with a predominantly salt taste Mouthfeel: Mouthwatering and moderate body Finish: Smooth, refreshing, salty finish inviting another sip



SKUs
<ul style="list-style-type: none"> Single 24oz Can

Priority or COT Priority
<ul style="list-style-type: none"> Small Format: 24oz Can

Food Pairings
<ul style="list-style-type: none"> Tequila fish tacos with lime, Grilled chicken fajitas, Steamed crab legs, Scallop ceviche

Brand Fact Sheet – Sol Chelada Mango y Chamoy

Brand Story

Sol was founded in Mexico in 1899 and is one of the largest beer brands in Mexico. Sol was the first Mexican brand to be showcased in a clear bottle to show off the beautiful golden liquid and over time has become of Mexico's cherished brands. The brand introduced its first chelada to the US market in 2019 followed by Sol Chelada Limon y Sal in 2020.

Now introducing **Sol Chelada Mango y Chamoy**, a flavorful and refreshing mix of Sol beer, with natural mango, tangy chamoy and chili flavors - reminiscent of a mangoyada.

Brand Facts

- Made with crisp and refreshing Sol beer
- 3.5% ABV
- 158 Calories
- 26 weeks shelf
- Available in 24oz Single Can

Nutritional/Style

Per 12 oz serving
Calorie: 158
Carbs: 20.3g
Fat: 0g
Protein: 1.8g
ABV: 3.5%
Style: Chelada



Appearance: Pours with a haze and vibrant color of a ripe mango

Aroma: Fresh cut mango aroma with hints of ground chili

Taste: Juicy mango followed by a perfect balance of sweet, salty and tangy tartness with a satisfying savory chili heat near the finish

Mouthfeel: Low - moderate body

Finish: Refreshing and savory with a delicate lingering heat