

STRAWBERRY & LIME TEQUILA MARGARITA – 12% ABV

STYLE/PRODUCT	Strawberry & Lime Tequila Margarita
DESCRIPTION	For our margarita, we blend authentic Tequila Blanco from Mexico with our house made Dogfish Head Triple Sec and then combine with real fruit juice from succulent strawberries and citrusy limes for a twist that brings real, authentic flavor.
PACK SIZE	4-Pack
PRODUCT INFO	Year-Round, National release* 12% ABV
REASONS TO BELIEVE	<ul style="list-style-type: none"> • Tequila is the 2nd largest spirit type in total RTD Cocktails and up +49% YOY. It's also the 2nd largest spirit type in High ABV offerings with 36% share behind Vodka.¹ • High (>8%) ABV contributes 46.5% of dollar sales in the RTD Cocktail segment, and continues to see double-digit growth, up +32% YOY.¹ • Margaritas are on more menus than any other cocktail style and continue to grow year-over-year +8% in penetration.²
LAUNCH TIMING	April/May 2024
PRICING	\$8.99
LAUNCH SUPPORT	Digital, PR, sampling, POS, trade support Cinco de Mayo opportunistic POS



*High ABV restricted in certain geographies (VA, ME, NH, and TBD CT, TN, KS) - Consult RMs for guidance to offer 7% ABV where needed

FPO

