

INTRODUCING

# VMC<sup>®</sup>



## THE OPPORTUNITY



- The Hispanic population is **the second largest in the U.S. and the fastest growing.**
- Mexicans represent 62% of Hispanics in the U.S. and **Mexican-Americans are driving the growth.**
- Mexican beers are among the few growing, pre-mixed cocktails and full-flavor salsas are driving RTD growth.
- Until now, there has **not been an authentic Mexican RTD.**
- Tequila is not only **Mexicans' spirit of choice** but also the fastest-growing spirit and third-largest **spirits category** in the U.S.



## UNSTOPPABLE MOMENTUM

- VMC is driving scale and growth to the RTD Category
- #1 RTD Brand in Hispanic LA
- VMC's share has grown from 19% to 41% from Jan-Sept IN Hispanic LA
- Driving over half of the Incremental \$ Sales for RTDs in Hispanic LA
- During fight periods, VMC 4Pk was #1 SKU among all spirit SKUs!
- Month-over-month explosive growth approaching 100k cases in CA

WE DESIGNED THE PERFECT COMBO

**RTD + TEQUILA + #1 MEXICAN ICON  
= VMC (VIVA MEXICO CABRONES)**

VMC, an acronym for Viva Mexico Cabrones, is a brand that is inspired by the iconic rally cry that we proudly use to celebrate being Mexican.