

Modelo CHELADA.



BRAND HIGHLIGHTS

- Classic michelada-style beer made with authentic Mexican beer and the savory flavors of tomato, salt, and lime
- Modelo Chelada is the #1 Ready-to-Drink Michelada brand in the category, capturing 69% of dollar share and driving over 100% of category growth¹
- First introduced in market: Fall 2013

FORMAT



24oz. Single Serve cans



12oz. can 12-pack

TASTING NOTES

PRODUCT SPECIFICATIONS

TYPE: Ready-to-Drink michelada-style beer

COLOR: Red

CALORIES: 144 calories per 12oz.

HOP VARIETY: Galena, Chelan, Apollo and Summit

MALT: Caramel, two and six row malt barley
ABV: 3.5%

FLAVOR

Savory flavors of tomato, salt, and lime

CUSTOMIZATION SUGGESTIONS

Create your own authentic michelada using Modelo Chelada Especial® as the base. Garnish the rim of your glass with chamoy and chile lime seasoning, and for more spice, mix in a splash of your favorite hot sauce.

CONSUMER DEMO

Hispanic & General Market, 21-34 YO

Drink Responsibly. Modelo Chelada® Flavored Beer. Imported by Crown Imports, Chicago, IL.

Source: ¹ Circana, Total U.S. W&B • ©, 2024