

Modelo CHELADA



BRAND HIGHLIGHTS

- Classic michelada-style beer made with authentic Mexican beer and the refreshing flavors of lime and salt
- 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: Spring 2019

FORMAT



TASTING NOTES

PRODUCT SPECIFICATIONS

TYPE: Ready-to-Drink michelada-style beer
COLOR: Hazy gold with green tint
CALORIES: 120 calories per 12oz.
HOP VARIETY: Galena, Chelan, Apollo and Summit
MALT: Caramel, two and six row malt barley
ABV: 3.5%

FLAVOR

Zesty flavors of lime and salt

CUSTOMIZATION SUGGESTIONS

Create your own authentic michelada with Modelo Chelada® Limón y Sal as the base. Garnish the rim of your glass with chamoy and chile lime seasoning, and for some extra zest, add in a splash of lime juice.

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. H&B • ©, 2024