

CERVEZA Modelo CHELADA.



BRAND HIGHLIGHTS

- Classic michelada-style beer made with authentic Mexican beer and the refreshing flavors of pineapple and chile peppers
- 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 2021

FORMAT



24oz. Single Serve cans 12oz. can 12pk variety pack

TASTING NOTES

PRODUCT SPECIFICATIONS

TYPE: Ready-to-Drink michelada-style beer
COLOR: Hazy gold with yellow tint
CALORIES: 130 calories per 12oz.
HOP VARIETY: Galena, Chelan, Apollo and Summit
MALT: Caramel, two and six row malt barley
ABV: 3.5%

FLAVOR

Refreshing flavors of tropical pineapple and a hint of chile peppers

CUSTOMIZATION SUGGESTIONS

Create your own authentic michelada with Modelo Chelada® Piña Picante as the base. Garnish the rim of your glass with chamoy and chile lime seasoning, and for even more vibrant flavor, add a pineapple wedge.

CONSUMER DEMO

Hispanic & General Market, 21-34 Y0

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

Source: 1. Circana; Total U.S. HMLB • ©, CYS24