

TopoChico[®] BRAND

Signature Margarita: 6 Pack



Introducing Signature Margarita 6 Pack bottles. Real lime juice, tequila flavor, and 6% ABV bring our Signature Margarita to a new premium and refreshing experience now in a six-pack.

BRAND HIGHLIGHTS:

3 out of 4 consumers view Topo Chico Hard Margaritas as a brand fit

91% of purchasers of TC Hard glass bottles said bottles fit the brand

Margaritas remain the #1 Cocktail in the United States.

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 190 Calories per Serving
- **CARBS:** 20g per serving
- **ABV:** 6%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place in competitive FAB shelf set, adjacent to Cayman Jack

PRICE GUIDANCE:

Price at parity with Cayman Jack 6 Pack Bottle

SKUS

40wk

Shelf Life



6 Pack Bottle

TopoChico® BRAND

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BRAND STORY

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PRODUCT HIGHLIGHTS

- Margaritas remain the **#1** Cocktail in the USA
- **3 out of 4 consumers** view Topo Chico Hard Margarita as a brand fit
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PRODUCT SPECIFICATIONS

- **STYLE:** FAB (not a hard seltzer)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 190 per 12oz
- **CARBS:** 20g per 12oz
- **ABV:** 6%
- **Alcohol Base:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

TASTING NOTES

Signature Margarita	
Appearance	Tinted with a natural haze from real lime juice
Aroma	Low to moderate lime and tequila aroma
Taste	Balanced sweet & sour with notes of lime and tequila flavor
Mouthfeel	Moderate mouthfeel
Finish	Lingering tart/sour from the real lime juice and a slight alcoholic finish