

TopoChico[®] HARD MARGARITA MAX

FLAVORED ALCOHOL BEVERAGE



Introducing Strawberry Hibiscus Max, this takes the classic strawberry margarita and put's a Topo Chico twist on it by blending sweet strawberry, tart hibiscus, and added minerals for a crisp, and refreshing finish.

BRAND HIGHLIGHTS:

We're Combining the **#1 Cocktail** in the US with the **#1 FAB Flavor** with a Topo Chico Twist!

The **#1 2026 Topo Chico** Idea tested with 21+ TAB, FAB, Hard Seltzer, & Latino Consumers

Strawberry flavored margaritas are the **fastest growing flavor in the margarita space**

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 490 per container, 250 per serving
- **CARBS:** 43g per container, 22g per serving
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place it next to other FAB Margarita Singles like Cayman Jack

PRICE GUIDANCE:

Price at parity to 24oz Topo Chico Hard Seltzer & Margarita MAX

SKUS

40wk

Shelf Life



24oz Single

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BRAND STORY

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BRAND FACTS

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- **GLUTEN FREE**

TASTING NOTES

MAX: Strawberry Hibiscus	
Appearance	Tinted with a natural haze from real lime juice
Aroma	Low to moderate candied Strawberry with a low floral note.
Taste	Low to moderate candied strawberry and a balanced moderate sweet & sour taste
Mouthfeel	Low body
Finish	Strawberry lingers with sweet, sour, and slight alcoholic warming