

INTRODUCING PEPINO LIMÓN

IN SEPTEMBER 2026, VMC TEQUILA COCKTAILS WILL INTRODUCE THE AUTHENTIC PEPINO LIMON FLAVOR THAT STRONGLY RESONATES WITH THE MEXICAN AMERICAN CONSUMER AND OFFERS A REFRESHING, VERSATILE, HIGH-OCCASION APPEAL

KEY SELLING POINTS

Pepino Limon ranks #2 among Aguas Frescas Sales in Top AZ/CA/IL/NV Hispanic Chains

Within established categories (Hydration and Sports Drinks), Pepino Limon ranks in the Top 2 flavors in core Hispanic Markets

According to Mintel, Cucumber Lime ranks top #6 emerging flavor among total population and Top #3 among US Hispanics

Inspired by Mexico's most refreshing agua fresca, NEW VMC Pepino Limón: a balanced sweet and sour cucumber and tequila cocktail driven by zesty and juicy lime with hints of cooked sugar.

- Made with Blue Agave Tequila
- Pack of 4 355ml cans / 700ml
- 5.5% ABV
- Best enjoyed ice cold and straight out of the can





VMC[®]

TEQUILA COCKTAILS

VMC KEEPS GROWING ITS PORTFOLIO, INTRODUCING NEW VMC PEPINO LIMÓN IN SEPTEMBER 2026, AVAILABLE IN 355ML 4-PACKS AND 700ML IN ELIGIBLE STATES

WHY IT MAKES SENSE

- ✓ Cultural Flavor Equity
- ✓ Proven flavor with core consumer
- ✓ Backed by Mexican Heritage Brands
- ✓ Refreshing, balanced taste profile
- ✓ Flavor Differentiation
- ✓ Better for you perception cue

2026 POINT OF SALE SUITE TO HELP SECURE AND ENHANCE PEPINO LIMON ONLY SECONDARY DISPLAYS
(Case Talker, Poster, Pillow Sign, Cold Box Acetate, Shelf Talker)

PORTFOLIO BREAKDOWN



20085000042618

SRP \$10.99

Line price with VMC 4-Packs

UPC Carrier 4 x 355ml SCC 24 Cans per Case

SRP



20085000042629

\$4.99

Line price with VMC 4-Packs

UPC 700ml

SCC 12 Cans per Case

SRP