

VMC VARIETY 6-PACK

Introducing VMC VARIETY 6-PACK

VMC is exceeding expectations by recruiting and resonating with Mexican American consumers in key markets

Key Selling Points

- Consumer pull in CA is exceeding expectations.
- Need for a larger pack format to drive flavor trial and target the group occasion.
- Only authentic Mexican RTD made with Tequila and founded by Mexican Icon "El Canelo".

- **Role in the portfolio :**
 - Flavor trial
 - Group consumption
- **Pricing:**
 - 6 pack SRP \$15.99
- **GTM: SOCAL only in 2025**
- **Chicago Timing: May 2026**



"FRONT"



"BACK"

PRODUCT SPECS

SKU: 505495

UPC: 85000040362

SCC: 20085000040366

Unit Size: 355ml

Units per Carrier: 6

Units per Case: 24