

# POWERFUL BRANDS

Anchored by some of the strongest brands the industry, **Cervezas Clásicas** offers the power of category favorites like Corona and Corona Light combined with discovery of exciting brands like Pacifico and Victoria



**Cervezas Clásicas'** premium positioning is supported by the most authentic Mexican beer brands in the category

CONSUMERS WERE ASKED, "WHAT IS IT ABOUT THIS VARIETY PACK THAT YOU THINK YOU'D LIKE?"

*"Having [many] brands of beer in this variety pack enables my friends to select their choice while potentially introducing them to previously untried beers."*

GOOD VARIETY

LIKE ALL THE BRANDS

*"I have tried all of these and enjoy them all. I like the concept of having them all together in a package to make purchasing easier -- especially for something like a summer party."*

# CONSUMER APPEAL: HISPANICS

*Corizas Clásicas is particularly appealing to Hispanic consumers, scoring in the top 15% of all new beer concepts tested by BASES*

**74%**

PURCHASE  
INTENT

**86%**

WOULD TELL  
OTHERS

**72%**

THINK IT'S NEW  
& DIFFERENT

*"[I like] the  
variety of flavors  
and how all of  
the beers  
are Mexican"  
– Hispanic Millennial  
Consumer*



*"I like that it has  
a variety. I do  
like Corona so I  
will probably  
like the others,  
too."  
– Hispanic  
Millennial  
Consumer*

# CONSUMER APPEAL: GRAPHICS

It shows the product clearly and I like that it shows where it is imported from.

– Hispanic female, 21-29



I like the color palette. The images give it a vintage Mexican beer feel to it. Which is really nice. And the fact that it is a variety of Mexican beer.

– Caucasian male, 30-39

I like the old school picture and the variety of beers you get.

– Hispanic male, 21-29



Bottle image and quantity on all front and side panels to optimize brand visibility



Bottom banner strip aligned to Corona franchise design to enhance displays







“Vintage” style graphics aligned to category trends, driving premium appeal with Millennials and Hispanics



# **PRODUCT SPECIFICATIONS**

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Product/Specification	Corona Extra	Corona Light	Pacifico	Victoria
				
<b>Beer Style</b>	Pilsner-style Lager	Light Pilsner Lager	Pilsner-style Lager	Vienna-Style Lager
<b>Color, ASBC (1-80)</b>	3.00	3.00	3.30	9.00
<b>Alcohol by Volume (60° C)</b>	4.55%	4.07%	4.38%	4.04%
<b>Bitterness, IBU (0-60)</b>	18.0	18.0	18.0	18.0
<b>Calories (12oz. Serving)</b>	149.4	99.0	143.9	135.9
<b>Grams of Fat</b>	0.00	0.00	0.00	0.00
<b>Carbohydrates (g/12oz. Serving)</b>	14.0	5.0	13.6	13.4
<b>Protein (g/12oz. Serving)</b>	1.2	0.8	1.1	1