

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

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