



Sensory Information (AATMF)

- Appearance: Golden in color like a ray of sunlight
- Aroma: Subtle essence of florals with a fine malt blend
- Taste: Delicate citrus notes balanced with a hop accent round out the full flavor
- Mouthfeel: Moderate body, well-balanced
- Finish: Crisp and clean

Brand Facts

- Sol is the fastest growing franchise in the Mexican Imports category
- Hispanics drink more beer than the average drinker and by 2020 Hispanics will account for over 50% of the population growth
- Sol brings heritage, authenticity and recognition to the category
- Sol has a focused pack strategy to deliver against the different consumption occasions

Calories: 158

ABV: 3.5%

Sensory Information (AATMF)

- Appearance: Opaque red-pink with slight foam
- Aroma: Herbal/spicy character with notes of fresh tomato
- Taste: A moderate overall flavor with tomato character, followed by the lager, finishing with a blend of subtle characters that include: savory notes, green vegetables and spice with a salty taste to add to the complexity
- Mouthfeel: Low-moderate body
- Finish: Salty with a spice finish