

Estrella Jalisco is a premium Mexican pilsner with a pure refreshing taste and a clean finish that's never bitter.

The **NEW 24 Pack 12oz Bottle** strengthens existing SKU assortment and opens up new opportunities...

- Compete for ad buckets in **Large Format**
- Introduce as a tool for boosting **On-Premise** sales of single serve bottles

STR/PACKAGES

STR – 10/15/18
24 Pack 12oz Bottles
ABV – 4.5%

TARGET CONSUMER

28-34, Urban, Co-Ed, Multi-Cultural, including Mexican American consumers, Mexican import drinkers

PRICING

Line price to Modelo Especial & Corona Extra

MARKETS

Total Estrella Jalisco Footprint (32 States)

RTB'S

- Smooth taste, never bitter
- Perfect for pairing with premium tequila
- Since 1910 with roots in Jalisco, the birthplace of tequila

MEDIA SUPPORT

N/A

SHELF PLACEMENT

Next to Modelo Especial & Corona

DISPLAY ADJACENCIES

Primary: Below Estrella 12-pack bottles and near other Mexican imports
Secondary: Cross-merch Mexican Food & Snacks, Seafood, and Michelada ingredients



**ESTRELLA
JALISCO**

DESDE 1910

IMPORTADA DE MÉXICO

