

2021 Dos Equis® Variety Pack

3/1/21-12/31/21

Dos Equis® is hitting the shelves this year with a new and flavorful way to enjoy this smooth tasting cerveza.

Introducing the new Dos Equis® variety pack – Dos Equis® Lager beer with hints of natural fruit flavors and a touch of lime & salt. With a fresh line-up of pineapple, watermelon, cucumber, and lime & salt to choose from, there is a refreshing twist for everyone in the group.

Available in select markets: TX, NM, AZ, SoCal

Why Dos Equis® Variety Pack?



- Cans only account for 33% of Import sales, but account for 60% of the growth¹

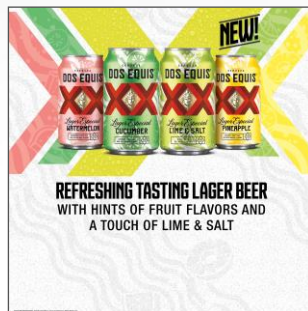


- Flavor Mix packs are growing! Consumers are looking for:
 - Range of fruit flavors
 - Something for everyone
 - Reach for known brands with interesting flavors²



- Mexican Imports accounted for 17% of all Category innovation \$, while only holding 15% share of total \$¹

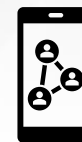
NATIONAL POS



POS: Tuck Card (English/Spanish), Cooler Decal, 3-Sided Display Topper, 4-Sided Can Display, Shelf Wobbler

In-Market: March 1- December 31, 2021

PROGRAM SUPPORT



Social



Digital



E-Commerce



POS







Sampling



Merch

TASTING NOTES

	 Dos Equis® Lime & Salt	 Dos Equis® Watermelon	 Dos Equis® Pineapple	 Dos Equis® Cucumber
Flavor	Aroma and flavor match perfectly. Lime comes across without linger and just with a touch of salt.	Clear watermelon flesh and rind that comes across slightly sweet.	Notes of dried pineapple Surprisingly light sweetness and refreshing	Fresh, slightly sweet cucumber. Slight melon and cucumber flesh notes
Aroma	A nuanced blend of malts, spices and earth tones with a touch of sweet fruit aroma.			
Taste & Mouthfeel	Low bitterness, crisp, low-med body. Lime and salt are present but not overpowering. Light & smooth to drink			