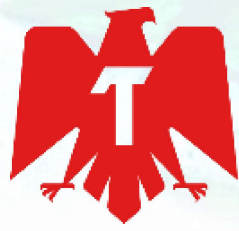


NEW



**TECATE**

# *Michelada*

**FROM OUR HOME TO YOURS**



**NO** caramel color

**NO** glutamate

**NO** High Fructose Corn Syrup

**YES** Natural Flavors

Inspired by the blended culture from the town of Tecate Baja CA and Mexico's unique flavours that delivers an authentic Michelada taste.

***FROM OUR HOME TO YOURS.***

## OPPORTUNITY

### Michelada Category

- It's about 9 million cases in volume (2018)
- The Michelada category has grown 30% in CE Vol. Nationally since 2014, despite Beer category decline - This represents a CAGR of 7%
- Micheladas are most prominent in convenience, offered as 24/25oz single serve cans.

### Consumer

- Hispanic consumers are 3x more likely to drink Micheladas than the general population.
- Millennials are 27% more likely to drink Micheladas than the general population.
- Younger Hispanics, including Millennials, represent the majority of population growth in the U.S.