

IMPORTED FROM SAN DIEGO



Stone Brewing was founded in San Diego County, just minutes from the border. Since then, influence from our southern neighbors has enriched & inspired us on our undying mission to brew bold, flavorful beers. It's with mucho gusto that we offer our take on a classic lager with the refreshing additions of real lime & sea salt - Stone BuenaVeza Salt & Lime Lager.

BuenaVeza creates an opportunity to find new Stone fans while also serving the needs of existing Stone fans, who reach for Mexican Imports the most when not buying Stone.* The category itself is massive, yet dominated by only 8 brands (with 2 brands accounting for 86% of total dollar sales).** By offering competitive pricing and merchandising within the Import beer section, BuenaVeza can drive serious growth.

*BFT Custom Survey March 2020

**Nielsen AOD 52wks ending 1/2/21, Total US xAOC+Conv, Mexican Import

PROPER NAME:

Stone BuenaVeza
Salt & Lime Lager

ABV: 4.7%

SPECIAL INGREDIENTS:

Lime & Salt

PACKAGING:

12oz cans in six-packs
& twelve-packs, 19.2oz cans,
12oz bottles in six-packs
& twelve-packs, 22oz bottles,
1/6 bbl kegs & 1/2 bbl kegs

AVAILABILITY:

Year-Round

DISTRIBUTION:

Nationwide

DRINK FRESH:

150-day code length

SCAN TO
LEARN MORE



BUENAWEZA SALT & LIME LAGER

MEXICAN IMPORTS

JUST 8
BRANDS



CRAFT



8,300+
BREWERIES

\$6.8 BILLION MEXICAN IMPORT CATEGORY

86% of sales from
just TWO BRANDS



89% of sales from
ONE COMPANY