

OFF PREMISE

AMERICA'S FAVORITE *Margarita*



NOW MADE WITH
Pure Agave Nectar

Jose
Cuervo *Golden*
MARGARITA®

Bartender quality ready to serve at
home with premium ingredients

- Made with Jose Cuervo Tequila, Triple Sec & NEW Pure Agave Nectar
- Same flavor profiles consumers know and love
- 12.7% ABV (25.4 Proof) higher than most other RTD margaritas
- Same premium glass bottle and gold foil packaging
- No change to specs or codes
- SRP 1.75L \$21.99, 750ml \$14.99
- Jose Cuervo Golden Margarita added over 100K cases in the last year +44% in Volume and +39% in Value**



DESIRED
INGREDIENTS
**NEW
LOOK**
Same GREAT
Cuervo QUALITY

Sources:

*Nielsen xAOC+Liquor+Conv, BA_BRAND FAMILY, Latest 52 Wks - W/E 02/20/21

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Margarita with Jose Cuervo® Gold Tequila, 12.7 Alc./Vol. (25.4 proof).

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OFF PREMISE

Jose Cuervo Golden MARGARITA®



GOLDEN ORIGINAL
 1.75L
 750ml



GOLDEN STRAWBERRY
 1.75L
 750ml



GOLDEN GRAPEFRUIT
 1.75L
 750ml



GOLDEN ROSÉ
 1.75L
 750ml PHASING OUT



GOLDEN HONEYDEW
 1.75L PHASING OUT
 750ml

No Change to Specs & UPC / SCC Codes
SKU's UPDATED

JC GOLDEN ORIGINAL 1.75L	
NABCA	397-58875-17
UPC	811538010962
SCC	10811538011669
CS WT (LBS)	38.5
CASE DIMENSIONS (IN)	13.9" x 9" w x 13.6" h
CS/PALLET	60
CS/TIER	15
# TIERS	4
PACK/CASE	6
SKU	JCGMRE2

JC GOLDEN ORIGINAL 750ML	
NABCA	398-58876-75
UPC	811538010979
SCC	20811538010973
CS WT (LBS)	34.8
CASE DIMENSIONS (IN)	12.6" x 9.6" w x 11.6" h
CS/PALLET	60
CS/TIER	12
# TIERS	5
PACK/CASE	12
SKU	JCGMRC2

JC GOLDEN STRAWBERRY 1.75L	
NABCA	398-58877-17
UPC	811538013314
SCC	10811538013311
CS WT (LBS)	38.5
CASE DIMENSIONS (IN)	13.9" x 9" w x 13.6" h
CS/PALLET	60
CS/TIER	15
# TIERS	4
PACK/CASE	6
SKU	JCGSMRE2

JC GOLDEN GRAPEFRUIT 1.75L	
NABCA	398-58879-17
UPC	811538013758
SCC	10811538013755
CS WT (LBS)	38.5
CASE DIMENSIONS (IN)	13.9" x 9" w x 13.6" h
CS/PALLET	60
CS/TIER	15
# TIERS	4
PACK/CASE	6
SKU	JCGMRE2

JC GOLDEN ROSÉ 1.75L	
NABCA	398-58898-17
UPC	811538018760
SCC	10811538018767
CS WT (LBS)	38.5
CASE DIMENSIONS (IN)	13.9" x 9" w x 13.6" h
CS/PALLET	60
CS/TIER	15
# TIERS	4
PACK/CASE	6
SKU	JCGMRE2

Now with pure agave nectar.

SAME FLAVOR PROFILES CONSUMERS KNOW AND LOVE

	AROMA	FLAVOR	ABV	LIQUID APPEARANCE
GOLDEN MARGARITA	Bright zest and pressed lime peel Undertones of orange and agave	Starts tart lime peel fading quickly into creamy lemon and agave. Finishes tequila and sweet oranges.	12.7%	Golden Yellow/ Orange
GOLDEN STRAWBERRY MARGARITA	Sweet red strawberry, backnotes of red currants and fresh lime	Red berry upfront mellows fades to wine and mixed citrus. Juicy orange and tequila throughout.	12.7%	Bright Red
GOLDEN GRAPEFRUIT MARGARITA	Bright pink grapefruit over expressed orange peel	Tart citrus with softly bitter grapefruit fades into sweeter oranges and agave. Finishes with fresh squeezed lime.	12.7%	Ruby Red/Pink
GOLDEN ROSÉ MARGARITA	Appearance and aroma of traditional rosé wine	Taste begins with wine notes of sweet red fruit, melon and agave finishes with the refreshing margarita lime tang.	12.7%	Light Pink