

INTRODUCING: ALTOS READY-TO-DRINK MARGARITA

Driving Quality & Premiumization for #1 Cocktail in the US



SRP: \$19.99
AVB: 15%
SIZE: 750ML
LAUNCH:
AUG. '22

Product/ Liquid Experience

- **Liquid Description:** Premium Altos tequila is expertly blended with natural lime flavor, agave syrup and a dash of orange liqueur, resulting in a fresh, sophisticated taste with a subtle sweetness and perfectly balanced finish
- **Serving Ritual:** Chilled, poured over ice, or blended with ice to be served frozen

Market Landscape & Trends

- Margaritas are top selling RTS drink comprising 66% of RTS category¹
- RTS Margarita premiumization accelerating with 1800 (+5.8pp) and On the Rocks (+7.2pp) stealing share from Jose Cuervo (-11.2pp) in P2Y compared to +1.7pp, +3.3pp and -4.8pp respectively vs YA when project kicked off in May.

Point of Difference

- Bar quality & Premium Ingredients (not artificial/too sweet like competitors)
- **Right To Win:** Consumers are increasingly shifting their purchases to more premium margaritas made with higher quality tequila
 - Altos RTS beat 1800 RTS on natural taste, freshness, smooth consistency & sweetness²

Source:

1. Nielsen Answers Total US xAOC + Liq Plus – BA_Category(c): Prepared Cocktails. Current 52wks ending 1/1/22 vs prior 2 years

2. Express MMR Altos Tequila Product Test Oct/Nov 2021 (Sample N= 416 P3M cat buyers (RTD Cocktails). Non-rejectors of Tequila Margarita drinkers / non-rejectors



ASSETS

Logo



Label



Product Info

UPC	0-80432-00021-2
SCC	100-80432-00021-9
SIZE	750ml
PACK OUT	6 btls/case

Final Bottle



Front

Back

Side



Tamper Seal

Shipper



1 Case Bin
(for use AFTER 1st 90 Days)

