

Introducing Corona Familiar 12 oz btls

Rooted in authentic, rich heritage, Corona Familiar is the flavorful, easy to drink beer that creates meaningful and authentic moments/experience with those who matter most.

Corona Familiar 12oz bottles provide an excellent opportunity to extend the Familiar platform beyond the successful Single Serve 32oz offering.

KEY FACTS	
Brand	Corona Familiar
In Market	February 27 th , 2018
Formats	12oz bottle – 6pk and 12pk
Geographies	Regional Expansion
Price Strategy	PTR: Line priced with Corona Extra bottles

