

# LARGE FORMAT - SOL

## Leverage strength of Mexican Import segment

- ✓ Up +28% in CAGR last 3 years in Case Volume
- ✓ 9 out of 10 Mexican Import brands have an average growth of at least +13% in the last 52 weeks
- ✓ Segment makes up 9.6% of total category sales

Sources: Nielsen AOD: Mexican Imports, Total US xAOC + Conv; Mexican Imports, Total US xAOC + Conv WE 6/24/17; BTS Share Data Dec '16 and Beer Institute's "The Brewer's Almanac 2016"

## An established, global Mexican heritage brand



- ✓ Will become the first Mexican Import brand in MC's portfolio in October 2017
- ✓ One of the largest beer brands in Mexico with room for growth in the US market
- ✓ Over 100+ years of heritage – created in 1899

## Launch Overview

- ✓ SKUs: 6 pk 12 oz bottles, 12 pk 12 oz btl, 12 pk 12 oz cans, 32 oz btl, 24 oz can (No 3.2%)
- ✓ National Launch: March 1, 2018
- ✓ Pricing: Bottles Line-priced with Corona/Can with Modelo



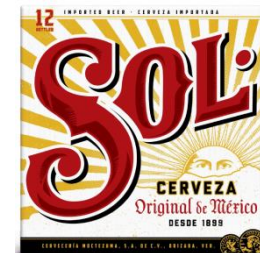
## Large Format SKU Priorities

1



6 pk Bottles

2



12 pk Bottles

3



32oz Bottle

\*NOTE: 12pks are the #1 priority if it is the feature pack