

GROW YOUR PROFITS AT THE SPEED OF LIGHT.

WITH THE FASTEST GROWING MAINSTREAM LIGHT BEER IN THE SOUTHWEST¹.

2013 THE SITUATION

Tecate Light is a golden-colored, refreshingly smooth and crisp-tasting light beer that resonates with a new generation of Hispanic beer drinkers. Tecate Light is growing at the speed of light and is currently one of the fastest growing light beers in America. Tecate Light beats out the competition, creating a major opportunity for distributors and retailers to increase sales.



Experienced double-digit growth in all channels in 2012, driven by the West Region Food and Convenience³.

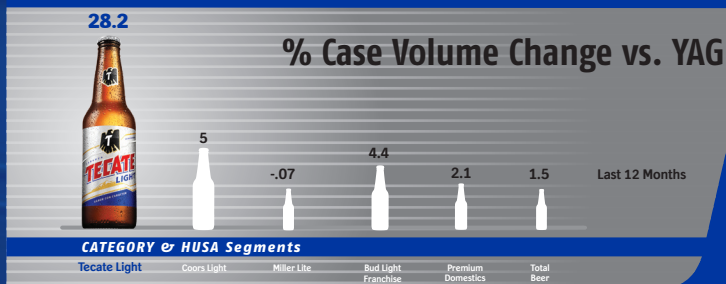


Fastest growing Mainstream Light Brand in 2012 within the Southwest markets².

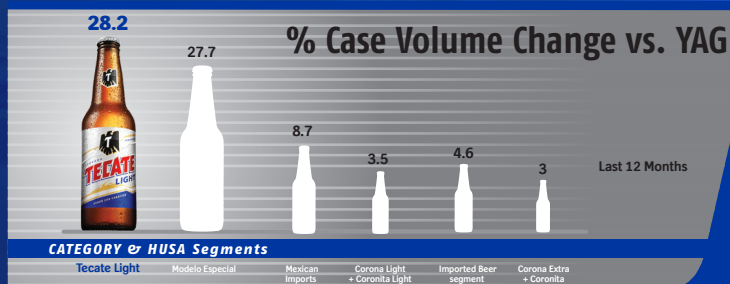
¹(Source: Nielsen, Southwest FDCM+ 52 weeks ending 12/29/12 cs% chg vs. YAG)

²(Source: Nielsen, 52 Southwest 12-29-12, cs % chg. vs. YAG)

1. Tecate Light outperforms the domestic beer segment



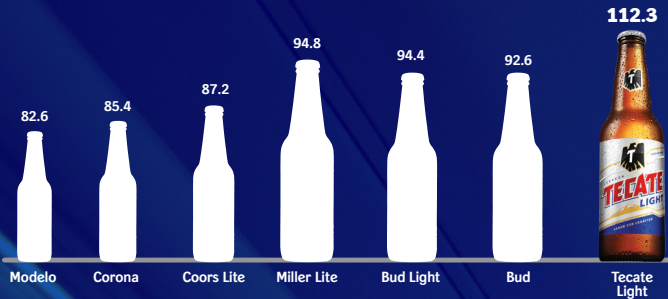
2. Tecate Light outperforms the competition within the Mexican beer import category



THE IDEA

Feature and display Tecate Light to generate higher basket rings, maximize volume growth and increase profits by connecting with a new profitable core consumer known as the "Less Bicultural Hispanic".

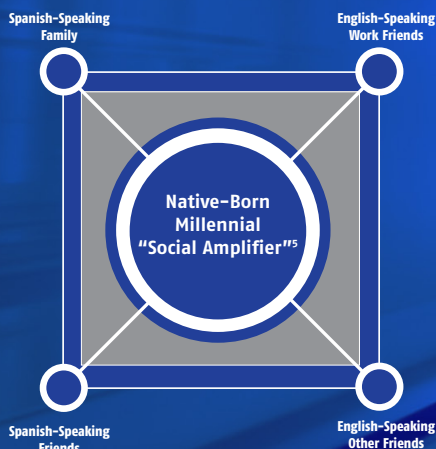
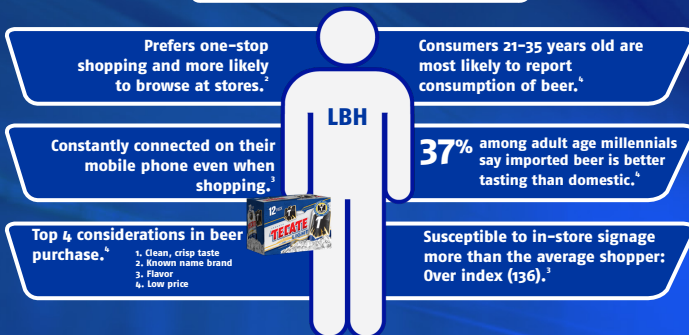
TECATE LIGHT CREATES A FAR HIGHER AMOUNT OF % SALES LIFT WHEN ON FEATURE AND DISPLAY VS. THE COMPETITION¹



THE TARGET

The "Less Bicultural Hispanic" target is made up of bicultural, native-born Millennial beer-drinking males. Less Bicultural Hispanic men are responsible, uncomplicated and fearless. They not only purchase products they like but advocate for them. They are the ultimate brand advocates as they amplify reach by increasing awareness of the fastest growing beer in the Southwest, Tecate Light.²

The top three channels for adult age Millennials to purchase beer are: Supermarket (62%), Liquor (62%) & Convenience (38%).³



TECATE LIGHT PRODUCT ATTRIBUTES

Tecate Light has a refreshing taste, with depth that makes it an easy-to-drink beer.

Product Information

Calories : 110 cal./12 oz.

Carbohydrates : 7.9 gr/12 oz.

Alcohol: 4.0% ABV

IBU:7

FEATURES AND BENEFITS

FEATURE: A one-of-a-kind tasting light beer that "Real Men" can drink.

BENEFIT: A brand that delivers more incremental volume and lift from features & displays vs. other top-selling domestics and imports.

FEATURE: Unique positioning that leverages masculinity and wit to drive shopper engagement.

BENEFIT: Stand out from the cluttered beer space.

FEATURE: The Less Bicultural Hispanic shopper is a valuable bicultural target who spends money on beer and is a brand advocate.

BENEFIT: Repeat purchases and more frequent visits that have resulted in the fastest growing beer in America.



CON CARÁCTER