



# NEW Sol Chelada 12pk 12oz Can



## LAUNCH DATE

3/1/2021

## PRICING GUIDANCE:

Price at parity to Cerveza Sol 12pk lager cans

## PLACEMENT:

With Sol-brand family, next to Cerveza Sol 12pk cans

## SHELF LIFE:

39 weeks

## REASONS TO BELIEVE

- 158 Calories
- 3.5% ABV

A **flavorful** and **refreshing** mix of sol beer with tomato, natural spices and lime flavor

Sol Chelada has been rapidly growing since its launch in US in 2019 (+117 v. YA)

Nielsen xAOC+CONV CYTD - 34W Ending 8/22/2020

72% of Hispanics aware of Cheladas would have a preference for a 12pk 12oz package if it were available

Sol Chelada TUR Analysis March 2019 (n=250)

Opens new social occasions and delivers smaller can sizes for drinkers.

## SKU

12PK 12 OZ can Chelada





# Sol Chelada 12pk Scannable Barcodes

BRAND



PRIMARY



SECONDARY



MOTHER CARTON  
OUTER



Sol Chelada  
24 2/12 12oz al is  
can

089826130306





# Cerveza Sol



## Brand Purpose

Shine a light on our way forward

## Brand Story / History

Sol was founded in Mexico in 1899, originally from Orizaba, the highest peak in Mexico in the Southeastern part of the country, and is one of the largest beer brands in Mexico. Sol was the first Mexican brand to be showcased in a clear bottle to show off the beautiful golden liquid and over time has become one of Mexico's most cherished brands.

## Brand Facts

- Sol is the fastest growing franchise in the Mexican Imports category
- Hispanics drink more beer than the average drinker and by 2020 Hispanics will account for over 50% of the population growth
- Sol brings heritage, authenticity and recognition to the category
- Sol has a focused pack strategy to deliver against the different consumption occasions

## Brand Style

- Style: Mexican Lager

## Nutritionals – IBU- SRM (per 12oz serving)

- |                 |                       |
|-----------------|-----------------------|
| • Calories: 138 | • Carbs: 11.6 (grams) |
| • ABV: 4.5%     | • Sodium: 20 (mg)     |
|                 | • Protein: < 1 gram   |

## Sensory Information (AATMF)

- **Appearance:** Golden in color like a ray of sunlight
- **Aroma:** Subtle essence of florals with a fine malt blend
- **Taste:** Delicate citrus notes balanced with a hop accent round out the full flavor
- **Mouthfeel:** Moderate body, well-balanced
- **Finish:** Crisp and clean

## Food Pairings

- Mexican cuisine such as Fish Tacos, Mexican Honey-Lime Grilled Chicken, Chicken Fajitas, Elotes

## SKUs

- 12pack 11.2oz bottles
- 6pack 11.2oz bottles
- 12pk 12oz cans
- 24oz cans
- 16oz cans
- 32oz bottle

## Priority or COT Priority

- Large Format: 6pk/12pk BTLs, 12pk Cans
- Small Format: 6pk BTLs, 24oz Cans, 12pk BTLs
- On-Premise: 11.2oz BTLs, 12oz Cans



# Sol Chelada



| Brand Purpose                    |
|----------------------------------|
| Shine a light on our way forward |

| Brand Story / History                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sol was founded in Mexico in 1899, originally from Orizaba, the highest peak in Mexico in the Southeastern part of the country, and is one of the largest beer brands in Mexico. Sol was the first Mexican brand to be showcased in a clear bottle to show off the beautiful golden liquid and over time has become one of Mexico's most cherished brands. |

| Brand Facts                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Mexican provenance matters in this growing RTD Chelada category</li> <li>Inspired by the #1 RTD Mezcla in Mexico, Sol USA now imports a NEW Sol Chelada.</li> <li>Drinkers are looking for flavor and refreshment; Sol Chelada brings a brighter solution that will fit consumers daytime social occasions with a premade, no hassle Chelada!</li> <li>Sol brings heritage, authenticity and recognition to the category</li> </ul> |

| Brand Style                                                                     |
|---------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Style: Flavored Mexican Lager</li> </ul> |

| Nutritionals – IBU- SRM (per 12oz serving)                                         |                                                                                                   |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Calories: 158</li> <li>ABV: 3.5%</li> </ul> | <ul style="list-style-type: none"> <li>Carbs: 20.3 (grams)</li> <li>Protein: 1.8 grams</li> </ul> |

| Sensory Information (AATMF)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><b>Appearance:</b> Opaque red-pink with slight foam</li> <li><b>Aroma:</b> Herbal/spicy character with notes of fresh tomato</li> <li><b>Taste:</b> A moderate overall flavor with tomato character, followed by the lager, finishing with a blend of subtle characters that include: savory notes, green vegetables and spice with a salty taste to add to the complexity</li> <li><b>Mouthfeel:</b> Low-moderate body</li> <li><b>Finish:</b> Salty with a spice finish</li> </ul> |

| SKUs                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Single 24oz Can</li> <li>4pk 16oz Can</li> </ul>                                                                        |
| Priority or COT Priority                                                                                                                                       |
| <ul style="list-style-type: none"> <li>Small Format: 24oz Can</li> </ul>                                                                                       |
| Food Pairings                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>Shredded pork stew with smoky chipotle tomato sauce, Chicken cheddar quesadillas with corn salsa, Beef tacos</li> </ul> |



# Sol Chelada Limón Y Sal

| Brand Purpose                    |
|----------------------------------|
| Shine a light on our way forward |

| Brand Story / History                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sol was founded in Mexico in 1899, originally from Orizaba, the highest peak in Mexico in the Southeastern part of the country, and is one of the largest beer brands in Mexico. Sol was the first Mexican brand to be showcased in a clear bottle to show off the beautiful golden liquid and over time has become one of Mexico's most cherished brands. |

| Brand Facts                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <ul style="list-style-type: none"> <li>Beginning in February 2020, Sol USA will import the same Sol Chelada Limón Y Sal as the popular version sold in Mexico.</li> <li>Sol brings heritage, authenticity and recognition to the category and now offers the next most authentic Chelada style</li> <li>Sol is known as an innovative beer brand in Mexico as this was the 1<sup>st</sup> lime and salt RTD Chelada launched in Mexico in 2007</li> </ul> |

| Brand Style                                                                     |
|---------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Style: Flavored Mexican Lager</li> </ul> |

| Nutritionals – IBU- SRM (per 12oz serving)                                         |                                                                                                 |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Calories: 114</li> <li>ABV: 3.5%</li> </ul> | <ul style="list-style-type: none"> <li>Carbs: 10 grams</li> <li>Protein: &lt;1 grams</li> </ul> |

| Sensory Information (AATMF)                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><b>Appearance:</b> Slightly hazy straw color with low foam</li> <li><b>Aroma:</b> Low-moderate aroma of malt character and lime</li> <li><b>Taste:</b> Low malt and juicy lime character with a predominantly salt taste</li> <li><b>Mouthfeel:</b> Mouthwatering and moderate body</li> <li><b>Finish:</b> Smooth, refreshing, salty finish inviting another sip</li> </ul> |



| SKUs                                                              |
|-------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Single 24oz Can</li> </ul> |

| Priority or COT Priority                                                 |
|--------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Small Format: 24oz Can</li> </ul> |

| Food Pairings                                                                                                                               |
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| <ul style="list-style-type: none"> <li>Tequila fish tacos with lime, Grilled chicken fajitas, Steamed crab legs, Scallop ceviche</li> </ul> |