

Topo Chico Hard Seltzer



Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water. With refreshing flavors like Strawberry Guava and Oasis Cherry, Topo Chico Hard Seltzer delivers a crisp, refreshing taste.

BRAND HIGHLIGHTS:

Distinctive liquid crafted with added minerals for a **crisp** and **refreshing** taste

NEW VP flavor line-up launching in T1 2024 re-introducing fan favorite – **Exotic Pineapple** – back to the pack

#3 brand nationally in the Hard Seltzer category

Exotic Pineapple has one of the strongest differentiations in pack helping to drive incremental shares of preference

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **MALT:** Alcohol (Fermented from sugar)

PLACEMENT:

Next to White Claw or Truly in Hard Seltzer set

PRICE GUIDANCE:

Same as existing, line price with White Claw

SKUs
52WK
Shelf Life



12PK 120Z
SLIM CAN
VARIETY
PACK



24PK 120Z
CLUB PACK
VARIETY
PACK



12PK 120Z
GLASS BOTTLES
Strawberry Guava



12PK 120Z
GLASS BOTTLES
Tropical Mango



12PK 120Z
CANS
Strawberry
Guava



16OZ CAN
Strawberry Guava



24OZ CAN
Strawberry Guava
Oasis Cherry

Topo Chico Hard Seltzer



BRAND STORY

Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love, with a clean, crisp, and refreshing finish. Topo Chico Hard Seltzer brings a unique twist to classic flavors with its Variety Pack, including Strawberry Guava, Tropical Mango, Oasis Cherry, and the return of fan favorite – Exotic Pineapple!

BRAND FACTS

- Only hard seltzer inspired by Topo Chico® Mineral Water which has 125 years of Mexican heritage
- Topo Chico Hard Seltzer entered the market as the 200th seltzer and is now #3 in the category

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **MALT:** Alcohol (Fermented from Sugar)

TASTING NOTES

Tropical Mango

Tropical, fruity aroma with sweet, juicy mango flavor and a crisp and refreshing finish

Exotic Pineapple

Fresh, ripe fruity aroma, balanced with a sweet to tart pineapple flavor and refreshing finish

Oasis Cherry

Fruity, cherry aroma with a sweet, crisp cherry flavor and refreshing finish

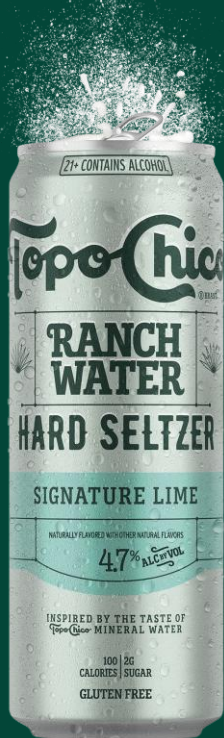
Strawberry Guava

Ripe, tropical fruit aroma with a balance of juicy strawberry and sweet guava flavor

PRODUCT DETAILS	
STYLE	Topo Chico Hard Seltzer
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US – National
NUTRITION PROFILE	100 calories/12oz, 2g carbs
ABV	4.7%
PACKAGE DIMENSIONS / WEIGHT	12pk (bottles): 7.31 IN x 9.76 IN x 9.13 IN; 15.38LB 12pk Can 16oz: 7.8 IN x 5.2 IN x 6.19 IN; 6.6LB
CASE DIMENSIONS / WEIGHT	12pk: 12pk: 13.63 IN x 9.09 IN x 6.16 IN; 20LB 12pk (bottles): 15.1 IN x 10 IN x 9.25 IN ; 30.74 LB 16oz: 16.06 IN x 10.75 IN x 6.31 IN; 26.34 LB 24oz: 11.94 IN x 8.94 IN x 7.75 IN; 19.84 LB
UNITS PER PALLET	12pk:110 12pk (bottles): 56 16oz: 56 24oz:102
LAYERS PER PALLET	12pk: 11 12pk (bottles): 7 16oz: 8 24oz: 6
UNITS PER LAYER	12pk: 10 12pk (bottles): 8 16oz: 7 24oz: 17
SHELF LIFE	52 weeks
PRICING GUIDANCE	Same as existing Topo Chico Variety Pack
PLACEMENT	Merchandise next to Topo Chico brand family



Topo Chico Ranch Water Hard Seltzer



Topo Chico Ranch Water Hard Seltzer features real lime juice, tequila flavor and an ultra-crisp, refreshing taste. It's inspired by the popular drink recipe made famous by Texas bartenders.

BRAND HIGHLIGHTS:

Cocktail-Inspired Hard Seltzer with new packaging coming to market in T2 2024

#1 Dollar Selling and **Dollar Share gaining** Lime Ranch Water in market

Only hard seltzer inspired by Topo Chico® Mineral Water which is used to create **authentic Ranch Water** cocktails

Distinctive liquid that consumers find clean, easy-drinking and refreshing

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Clear with a slight natural haze from lime juice
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from sugar)

PLACEMENT:

Next to Topo Chico Hard Seltzer brand family or in Ranch Water section

PRICE GUIDANCE:

Same as existing, line price with White Claw

SKUs

40wk
Shelf
Life



12PK 12OZ SLIM CAN
VARIETY PACK



24OZ CAN

Topo Chico Ranch Water Hard Seltzer



BRAND STORY

Topo Chico Ranch Water Hard Seltzer features real lime juice, tequila flavor and an ultra-crisp, refreshing taste. It's inspired by the popular drink recipe made famous by Texas bartenders.

BRAND FACTS

- #1 Dollar Selling and Dollar Share gaining Lime Ranch Water in market
- 57% more efficient in generating dollars than the next bestselling Lime Ranch Water
- 80% of buyers rate Topo Chico Ranch Water as "Good" or "Excellent," with 74% of buyers being likely to buy the pack again

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Clear with a natural haze from real lime juice
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar)

TASTING NOTES

Topo Chico Ranch Water

Topo Chico Ranch Water Hard Seltzer features real lime juice, tequila flavor and an ultra-crisp, refreshing taste.

PRODUCT DETAILS	
STYLE	Topo Chico Hard Seltzer
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US – National
NUTRITION PROFILE	100 calories/12oz, 2g carbs
ABV	4.7%
PACKAGE DIMENSIONS / WEIGHT	12pk: 9 IN x 6.75 IN x 6.16 IN; 9.9 LB
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN; 20.5 LB 24oz: 11.94 IN x 8.94 IN x 7.75 IN
UNITS PER PALLET	12pk:110 24oz:102
LAYERS PER PALLET	12pk: 11 124oz: 6
UNITS PER LAYER	12pk: 10 24oz: 17
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Topo Chico Hard Seltzer
PLACEMENT	Merchandise next to Topo Chico brand family

Topo Chico® BRAND

HARD SELTZER



Topo Chico Strawberry Guava Hard Seltzer



Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love with a crisp, clean finish. There's nothing more refreshing than the combination of tangy guava and the juicy sweetness of fresh strawberries.

BRAND HIGHLIGHTS:

Strawberry Guava is the **highest performing** flavor in the TCHS portfolio with almost 50% of consumers picking it as their **favorite flavor** in VP1

Topo Chico Hard Seltzer is the only hard seltzer brand that offers one of their flavors, **Strawberry Guava**, in an iconic **glass bottle**

Distinctive liquid crafted with added minerals for a **crisp** and **refreshing taste**

#3 brand nationally in the Hard Seltzer category

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from sugar)

PLACEMENT:

Next to White Claw or Truly in Hard Seltzer set

PRICE GUIDANCE:

Same as existing, line price with White Claw

SKUs
52WK
Shelf Life



12PK 120Z
GLASS BOTTLES
Strawberry Guava



12PK 120Z
CANS
Strawberry Guava



16OZ CAN
Strawberry Guava



24OZ CAN
Strawberry Guava

Topo Chico Strawberry Guava Hard Seltzer



BRAND STORY

Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love, with a clean, crisp, and refreshing finish. Topo Chico Hard Seltzer brings a unique twist to classic flavors, and there's nothing more refreshing than the combination of tangy guava and juicy sweetness of fresh strawberries.

BRAND FACTS

- Strawberry Guava is the highest performing flavor in the TCHS portfolio with almost 50% of consumers picking it as their favorite flavor in the VP
- Strawberry Guava Singles SKUs represent 59% of flavor volume with 16oz (+16%) and 24oz (+20%) showing growth YTD vs. YA
- Topo Chico Hard Seltzer is the only hard seltzer brand that offers one of their flavors, Strawberry Guava, in an iconic glass bottle, and it works – 12pk BTLs are up +17% in volume YTD vs. YA.

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar)

TASTING NOTES

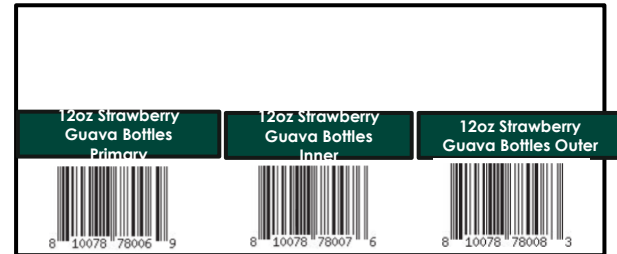
Strawberry Guava

Ripe, tropical fruit
aroma with a
balance of juicy
strawberry and
sweet guava flavor

PRODUCT DETAILS	
STYLE	Topo Chico Hard Seltzer
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US – National
NUTRITION PROFILE	100 calories/12oz, 2g carbs
ABV	4.7%
PACKAGE DIMENSIONS / WEIGHT	12pk (bottles): 7.31 IN x9.76 IN x9.13 IN; 15.38LB 12pk Can 16oz: 7.8 IN x 5.2 IN x6.19 IN; 6.6LB
CASE DIMENSIONS / WEIGHT	12pk: 12pk: 13.63 IN x 9.09 IN x 6.16 IN; 20LB 12pk (bottles): 15.1 IN x 10 IN x9.25 IN ; 30.74 LB 16oz: 16.06 IN x10.75 IN x 6.31 IN; 26.34 LB 24oz: 11.94 IN x 8.94 IN x 7.75 IN; 19.84 LB
UNITS PER PALLET	12pk:110 12pk (bottles): 56 16oz: 56 24oz:102
LAYERS PER PALLET	12pk: 11 12pk (bottles): 7 16oz: 8 24oz: 6
UNITS PER LAYER	12pk: 10 12pk (bottles): 8 16oz: 7 24oz: 17
SHELF LIFE	52 weeks
PRICING GUIDANCE	Same as existing Topo Chico Variety Pack
PLACEMENT	Merchandise next to Topo Chico brand family

Topo Chico® BRAND

HARD SELTZER



Topo Chico Tropical Mango Hard Seltzer



Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love with a crisp, clean finish. Travel to the exotics with the refreshingly fruity Topo Chico Tropical Mango Hard Seltzer.

BRAND HIGHLIGHTS:

Distinctive liquid crafted with added minerals for a **crisp** and **refreshing taste**

#3 brand nationally in the Hard Seltzer category

Topo Chico Hard Seltzer is the only hard seltzer brand that offers their flavors, **Strawberry Guava** and **Tropical Mango**, in an iconic **glass bottle**

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from sugar)

PLACEMENT:

Next to White Claw or Truly in Hard Seltzer set

PRICE GUIDANCE:

Same as existing, line price with Strawberry Guava bottles

SKUs
52WK
Shelf Life



12PK 12OZ
GLASS BOTTLES
Tropical Mango

Topo Chico Tropical Mango Hard Seltzer



BRAND STORY

Topo Chico Hard Seltzer is the only hard seltzer inspired by Topo Chico® Mineral Water and delivers all the refreshment consumers love. Topo Chico Hard Seltzer brings a unique twist to classic flavors, so travel to the exotics with the refreshing, fruity Tropical Mango. With added minerals and a crisp, clean taste that's refreshingly tropical.

BRAND FACTS

- Only hard seltzer inspired by Topo Chico® Mineral Water which has 125 years of heritage
- Topo Chico Hard Seltzer is the only hard seltzer brand that offers one of their flavors, Strawberry Guava, in an iconic glass bottle, and it works – 12pk BTLs are up +17% in volume YTD vs. YA.

PRODUCT SPECIFICATIONS:

- **STYLE:** Hard Seltzer
- **COLOR:** Brilliantly clear, bubbly
- **CALORIES:** 100
- **CARBS:** 2g
- **ABV:** 4.7%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar)

TASTING NOTES

Tropical Mango

Tropical, fruity aroma with sweet, juicy mango flavor and a crisp and refreshing finish

PRODUCT DETAILS	
STYLE	Topo Chico Hard Seltzer
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US – National
NUTRITION PROFILE	100 calories/12oz, 2g carbs
ABV	4.7%
PACKAGE DIMENSIONS / WEIGHT	12pk (bottles): 7.31 IN x 9.76 IN x 9.13 IN
CASE DIMENSIONS / WEIGHT	12pk (bottles): 15.1 IN x 10 IN x 9.25 IN ; 30.74 LB
UNITS PER PALLET	12pk (bottles): 56
LAYERS PER PALLET	12pk (bottles): 7
UNITS PER LAYER	12pk (bottles): 8
SHELF LIFE	52 weeks
PRICING GUIDANCE	Same as existing Topo Chico Variety Pack
PLACEMENT	Merchandise next to Topo Chico brand family

Topo Chico® BRAND

HARD SELTZER

12oz Tropical Mango
Bottles Primary



12oz Tropical Mango
Bottles Carton

