

Topo Chico Margarita VP



Introducing Topo Chico Margarita, a flavorful spiked beverage inspired by classic margaritas. This delicious beverage combines lime and tequila flavors, with added minerals for a crisp, refreshing finish.

BRAND HIGHLIGHTS:

Distinctive liquid crafted with added minerals for crisp taste

Margarita is #1 Cocktail in the On-Premise with a clear right for Topo to win with tequila-inspired cocktail flavors

Margaritas are Hot! Predicted to outperform 85% of all other foods, beverage, and ingredients over the next four years

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 190
- **CARBS:** 20g
- **ABV:** 6%
- **ALCOHOL BASE:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

LAUNCH DATE:
4/14/2025

PLACEMENT:
Place in competitive FAB shelf set, adjacent to Cayman Jack

PRICE GUIDANCE:
Price at parity with Hard Seltzer Margarita

SKUs
40wk
Shelf Life



PRODUCT DETAILS	
STYLE	Flavor Alcohol Beverage
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US National
NUTRITION PROFILE	TBD
ABV	6%
PACKAGE DIMENSIONS / WEIGHT	9.1 IN x 6.8 IN x 6.2 IN; 9.9 LB
CASE DIMENSIONS / WEIGHT	13.6 IN x 9.1 IN x 6.2 IN; 19.8 LB
UNITS PER PALLET	110
LAYERS PER PALLET	11
UNITS PER LAYER	10
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Topo Chico Hard Seltzer
PLACEMENT	Place in competitive FAB shelf set, adjacent to Cayman Jack





Signature Margarita: 6 Pack



Introducing Signature Margarita 6 Pack bottles. Real lime Juice, tequila flavor, and 6% ABV bring our Signature Margarita to a new premium and refreshing experience now in a six-pack.

BRAND HIGHLIGHTS:

3 out of 4 consumers view Topo Chico Hard Margaritas as a brand fit

91% of purchasers of TC Hard glass bottles said bottles fit the brand

Margaritas remain the **#1** Cocktail in the United States.

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 190 Calories per Serving
- **CARBS:** 20g per serving
- **ABV:** 6%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place in competitive FAB shelf set, adjacent to Cayman Jack

PRICE GUIDANCE:

Price at parity with Cayman Jack 6 Pack Bottle

SKUs

40wk
Shelf Life



6 Pack Bottle



Signature Margarita: 6 Pack



BRAND STORY

Introducing Signature Margarita 6 Pack bottles. Real lime Juice, tequila flavor, and 6% ABV bring our Signature Margarita to a new premium and refreshing experience now in a six-pack.

PRODUCT HIGHLIGHTS

- Margaritas remain the **#1** Cocktail in the USA
- **3 out of 4 consumers** view Topo Chico Hard Margarita as a brand fit
- **91%** of purchasers of TC Hard glass bottles said bottles fit the brand

PRODUCT SPECIFICATIONS

- **STYLE:** FAB (not a hard seltzer)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 190 per 12oz
- **CARBS:** 20g per 12oz
- **ABV:** 6%
- **Alcohol Base:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

TASTING NOTES

Signature Margarita	
Appearance	Tinted with a natural haze from real lime juice
Aroma	Low to moderate lime and tequila aroma
Taste	Balanced sweet & sour with notes of lime and tequila flavor
Mouthfeel	Moderate mouthfeel
Finish	Lingering tart/sour from the real lime juice and a slight alcoholic finish

PRODUCT DETAILS	
STYLE	Flavored Alcohol Beverage
TARGET CONSUMER	21–44 year-old FAB drinkers & Margarita drinkers who seek out authenticity & Heritage
MARKETS	US National
NUTRITION PROFILE	190 Calories per container, 20g Carbs per container
ABV	6%
CASE DIMENSIONS / WEIGHT	15.5 IN x 10.5 IN x 9.38 IN; 31.1 LB
UNITS PER PALLET	64
LAYERS PER PALLET	8
UNITS PER LAYER	8
SHELF LIFE	40 weeks
PRICING GUIDANCE	Price at parity to Cayman Jack 6 Pack Bottle
PLACEMENT	Place adjacent to Cayman Jack



Topo Chico Margarita MAX



Introducing Topo Chico Margarita, a flavorful spiked beverage inspired by classic margaritas. This delicious beverage combines lime and tequila flavors, with added minerals for a crisp, refreshing finish.

BRAND HIGHLIGHTS:

A bolder offering from Topo Chico® Hard Margarita, now at **8% ABV**

Margarita is #1 Cocktail in the On-Premise with a clear right for Topo to win with tequila-inspired cocktail flavors

Margaritas are Hot! Predicted to outperform 85% of all other foods, beverage, and ingredients over the next four years

PRODUCT SPECIFICATIONS:



- Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
 - **CALORIES:** TBD

- **CARBS:** TBD
- **ABV:** 8%
- **ALCOHOL BASE:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

LAUNCH DATE:

24oz: 4/14/2025

16oz: 4/21/2025

PLACEMENT:

Place adjacent to Cayman Jack next to High ABV

PRICE GUIDANCE:

Price at parity to 24oz Topo Chico Hard Seltzer

SKUs

40wk
Shelf Life



24oz can



16oz can

16oz Select Markets Only
WI, IA, NC, SC, GA, MS, TN

24oz PRODUCT DETAILS	
STYLE	Flavored Alcohol Beverage
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	US National
NUTRITION PROFILE	TBD
ABV	8%
OSKU	711919
PRIMARY DIMENSIONS / WEIGHT	2.86 IN x 2.86 IN x 7.61 IN ; 1.64 LB
CASE DIMENSIONS / WEIGHT	12 IN x 9 IN x 7.75 IN; 19.84 LB
UNITS PER PALLET	98
LAYERS PER PALLET	7
UNITS PER LAYER	14
SHELF LIFE	40 weeks
PRICING GUIDANCE	Price at parity to 24oz Topo Chico Hard Seltzer
PLACEMENT	Place adjacent to Cayman Jack next to High ABV

16oz PRODUCT DETAILS (select markets only)	
STYLE	Flavored Alcohol Beverage
TARGET CONSUMER	21–44 year-old Hard Seltzer drinkers who seek brands with heritage and authenticity
MARKETS	Select States - WI, IA, NC, SC, GA, MS, TN
NUTRITION PROFILE	TBD
ABV	8%
OSKU	711926
PRIMARY DIMENSIONS / WEIGHT	2.6 IN x 2.6 IN x 6.19 IN; 1.1 LB
CASE DIMENSIONS / WEIGHT	16.06 IN x 10.75 IN x 6.31 IN; 26.34 LB
UNITS PER PALLET	56
LAYERS PER PALLET	8
UNITS PER LAYER	7
SHELF LIFE	40 weeks
PRICING GUIDANCE	Price at parity to 16oz Topo Chico Hard Seltzer
PLACEMENT	Place adjacent to Cayman Jack next to High ABV

Topo Chico® BRAND



24oz
Primary



24oz
Outer





16oz
Primary



16oz Select
Markets Only
WI, IA, NC, SC,
GA, TN, MS

Topo Chico[®] HARD

MARGARITA MAX

FLAVORED ALCOHOL BEVERAGE



Introducing Strawberry Hibiscus Max, this takes the classic strawberry margarita and put's a Topo Chico twist on it by blending sweet strawberry, tart hibiscus, and added minerals for a crisp, and refreshing finish.

BRAND HIGHLIGHTS:

We're Combining the **#1 Cocktail** in the US with the **#1 FAB Flavor** with a Topo Chico Twist!

The **#1 2026 Topo Chico** Idea tested with 21+ TAB, FAB, Hard Seltzer, & Latino Consumers

Strawberry flavored margaritas are the **fastest growing flavor in the margarita space**

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 490 per container, 250 per serving
- **CARBS:** 43g per container, 22g per serving
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place it next to other FAB Margarita Singles like Cayman Jack

PRICE GUIDANCE:

Price at parity to 24oz Topo Chico Hard Seltzer & Margarita MAX

SKUs

40wk
Shelf Life



24oz Single

Topo Chico[®] HARD

MARGARITA MAX

FLAVORED ALCOHOL BEVERAGE



BRAND STORY

Introducing Strawberry Hibiscus Max, this takes the classic strawberry margarita and put's a Topo Chico twist on it by blending sweet strawberry, tart hibiscus, and added minerals for a crisp, and refreshing finish.

BRAND FACTS

- **The #1 2026 Topo Chico** Idea tested with 21+ TAB, FAB, Hard Seltzer, & Latino Consumers
- We're Combining **the #1 Cocktail in the US with the #1 FAB Flavor** with a Topo Chico Twist!
- Strawberry flavored margaritas are the **fastest growing flavor in the margarita space**

PRODUCT SPECIFICATIONS

- **STYLE:** FAB
- **COLOR:** Tinted with a natural haze from real lime juice
- **CALORIES:** 490 per container
- **CARBS:** 43g per container
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

TASTING NOTES

MAX: Strawberry Hibiscus	
Appearance	Tinted with a natural haze from real lime juice
Aroma	Low to moderate candied Strawberry with a low floral note.
Taste	Low to moderate candied strawberry and a balanced moderate sweet & sour taste
Mouthfeel	Low body
Finish	Strawberry lingers with sweet, sour, and slight alcoholic warming

PRODUCT DETAILS	
STYLE	Flavored Alcohol Beverage
TARGET CONSUMER	21–44 year-old FAB drinkers & Margarita drinkers who seek out authenticity & Heritage
MARKETS	US National
NUTRITION PROFILE	490 Calories per Container, 43g Carbs per Container
ABV	8%
CASE DIMENSIONS / WEIGHT	12 IN x 8.88 IN x 7.75 IN, 19.67 LB
UNITS PER PALLET	98
LAYERS PER PALLET	7
UNITS PER LAYER	14
SHELF LIFE	40 weeks
PRICING GUIDANCE	Price at parity to 24oz Topo Chico Hard Seltzer & Margarita MAX
PLACEMENT	Place it next to other FAB Margarita Singles like Cayman Jack

