



NEW Sol Chelada 12pk 12oz Can



LAUNCH DATE

In Market – Pacific Region
~April '22 – Central Region
Chicagoland , WI, MN, ND

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 UNIT

(can/bottle/keg)

INNER PACK

(packaging surrounding primary unit)

OUTER PACK

(carton, tray, etc.)



Sol Chelada
24 2/12 12oz al is
can

089826130306



Click to add text

Primary Unit: The container that the liquid beverage comes in (could be a can, bottle, keg or bag).

Inner Pack: The packaging surrounding the primary unit. In the case of a keg, there is no inner pack.

Outer Pack: The packaging surrounding the Inner Pack or Primary Unit if there is no Inner Pack (could be a carton, a tray or other forms of packaging).





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



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Brand Facts
- Mexican provenance matters in this growing RTD Chelada category - Inspired by the #1 RTD Mezcla in Mexico, Sol USA now imports a NEW Sol Chelada. - 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! - Sol brings heritage, authenticity and recognition to the category

Brand Style
Style: Flavored Mexican Lager

Nutritionals – IBU- SRM (per 12oz serving)	
- Calories: 158 - ABV: 3.5%	- Carbs: 20.3 (grams) - Protein: 1.8 grams

Sensory Information (AATMF)
Appearance: Opaque red-pink with slight foam Aroma: Herbal/spicy character with notes of fresh tomato Taste: 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 Mouthfeel: Low-moderate body Finish: Salty with a spice finish

SKUs
- Single 24oz Can 4pk 16oz Can
Priority or COT Priority
Small Format: 24oz Can
Food Pairings
Shredded pork stew with smoky chipotle tomato sauce, Chicken cheddar quesadillas with corn salsa, Beef tacos



Sol Chelada Limón Y Sal

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Shine a light on our way forward

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Brand Facts
- Beginning in February 2020, Sol USA will import the same Sol Chelada Limón Y Sal as the popular version sold in Mexico. - Sol brings heritage, authenticity and recognition to the category and now offers the next most authentic Chelada style - Sol is known as an innovative beer brand in Mexico as this was the 1st lime and salt RTD Chelada launched in Mexico in 2007

Brand Style
Style: Flavored Mexican Lager

Nutritionals – IBU- SRM (per 12oz serving)	
- Calories: 114 - ABV: 3.5%	- Carbs: 10 grams - Protein: <1 grams

Sensory Information (AATMF)
Appearance: Slightly hazy straw color with low foam Aroma: Low-moderate aroma of malt character and lime Taste: Low malt and juicy lime character with a predominantly salt taste Mouthfeel: Mouthwatering and moderate body Finish: Smooth, refreshing, salty finish inviting another sip



SKUs
Single 24oz Can

Priority or COT Priority
Small Format: 24oz Can

Food Pairings
Tequila fish tacos with lime, Grilled chicken fajitas, Steamed crab legs, Scallop ceviche