

# Topo Chico™

## HARD SELTZER

### SPIKED SPARKLING WATER



Reasons to believe:  
Leans into awareness &  
authentic approach  
of existing non-alc Topo Chico fans

Incremental consumer  
demographic  
resonating with Millennials and  
Latino consumers

Unique flavors  
with a twist

Distinctive liquid  
with proprietary mineral blend

SKUs:



4 flavor variety 12-pack:  
Strawberry Guava, Tangy Lemon Lime,  
Exotic Pineapple, Tropical Mango



24oz Can  
Strawberry  
Guava



24oz Can  
Tangy Lemon Lime



16oz Can  
Tangy Lemon Lime

Pricing guidance:  
At parity to white claw

Placement:  
Place adjacent to corona  
seltzer 12pks & Hard Seltzer  
category on shelf

Shelf life:  
52 weeks

Product attributes:  
Calories: 100, Carbs: 2G,  
Sugar: 2G, ABV: 4.7%  
Per 12oz serving, Gluten Free,  
Natural Flavors & minerals



12-Pack Glass  
bottles  
Strawberry Guava  
SELECT MARKETS



12-Pack 12oz CN –  
Retail 3/7/22  
Strawberry Guava


CELEBRATE RESPONSIBLY®

TC Hard Seltzer Co., Tempe, AZ & Auburndale, FL • Flavored Beer  
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Variety Pack	Primary	Inner	Outer
TOPO CHICO HARD SELTZER VARIETY PACK	N/A		N/A
24 2/12 12OZ AL CAN SL CAR TRAY		0 21136 18087 9	
NONE			




Strawberry Guava	Primary
TOPO CHICO HARD SELTZER STRWB GUAVA	
24 LS 12OZ AL CAN SL	0 21136 18081 7
021136180800	



Tangy Lemon Lime	Primary
TOPO CHICO HARD SELTZER TANGY LMN LIME	
24 LS 12OZ AL CAN SL	0 21136 18080 0
021136180817	



Exotic Pineapple	Primary
TOPO CHICO HARD SELTZER EXOTIC PNAPPLE	
24 LS 12OZ AL CAN SL	0 21136 18079 4
021136180794	



Tropical Mango	Primary
TOPO CHICO HARD SELTZER TROP MANGO	
24 LS 12OZ AL CAN SL	0 21136 18082 4
021136180824	



Strawberry Guava	Primary	Inner	Outer
TOPO CHICO HARD SELTZER STRWB GUAVA		N/A	
12 LS 24OZ AL CAN IS TRS	21136 18094 7		0 21136 18097 8
021136180947			



Tangy Lemon Lime	Primary	Inner	Outer
TOPO CHICO HARD SELTZER TANGY LMN LIME		N/A	
12 LS 24OZ AL CAN IS TRS	0 21136 18095 4		0 21136 18096 1
021136180954			



TOPO CHICO HARD SELTZER TANGY LMN LIME		N/A	
24 LS 16OZ AL CAN IS CAR	0 21136 18116 6		0 21136 18114 2
021136180817			



Strawberry Guava	Primary	Inner	Outer
TOPO CHICO STGU 24 2/12 12OZ AL SL CAN	 0 21136 18080 0	 8 10078 78060 1	N/A
	810078780601		



Strawberry Guava – Glass Bottles	Primary	Inner	Outer
TOPO CHICO HARD SELTZER STRWB GUAVA  2/12 12OZ GBT LCNTCL CAR VTR	 8 10078 78006 9	 8 10078 78007 6	 8 10078 78008 3
810078780069	810078780083		





Appearance	Brilliantly clear, effervescent	Brilliantly clear, effervescent	Brilliantly clear, effervescent	Brilliantly clear, effervescent
Aroma	Ripe, tropical fruit, juicy strawberry and blend with guava	Fresh squeezed key lime juice, lemon zest, mild vanilla	Fresh, ripe pineapple	Ripe mango, slightly floral
Taste	Balance between mild sweetness and slight fruity acidity	Balanced citrus tang and sweetness, rounded with rich, robust, earthy tamarind	Tart ripe pineapple, background-vanilla cream roundness, balanced of sweet to tart	Balance of tropical sweetness
Mouthfeel	Bright carbonation, light body, refreshing	Bright carbonation, light body, refreshing	Bright carbonation, refreshing, delicate	Bright carbonation, light body, refreshing
Finish	Crisp, refreshing, hint of ripe berries	Crisp, refreshing	Crisp, refreshing, hint of ripe pineapple	Crisp, refreshing, dry, notes of mango and rounded with subtle coconut