

INTRODUCING...TOPO CHICO MARGARITA HARD SELTZER

Introducing Topo Chico
Margarita Hard Seltzer: a unique
twist on hard seltzer inspired
by delicious Margarita flavors.

Signature Margarita
Strawberry Hibiscus
Tropical Pineapple
Prickly Pear

4.5% ABV/100 Cal

With minerals added for a crisp
and refreshing taste



Full flavor hard seltzer that consumers
love with a **margarita twist** that's sweet
& tart with notes of tequila flavor!

FINAL PACKAGING

Optimized from consumer testing to maximize visibility for the Topo Chico brand, stand out at shelf and clearly communicate the margarita hard seltzer proposition



Drives clear communication and appeal for consumers:

- ✓ Strongest purchase intent exceeding category benchmarks
 - ✓ 62% (top 2 box)
- ✓ Significantly outperformed other designs on key attributes for the Topo Chico brand:
 - ✓ **Is premium** 89% said its worth paying more for (top 2 box))
 - ✓ **Is authentic** 41.2% (% selected)
 - ✓ **Is delicious** 53.3% (top box)