

DOS EQUIS TEQUILA MARGARITA CLASSIC LIME

Timing: In market: From July '22

Product DESCRIPTION

Dos Equis is launching a new Ready to Drink Canned Margarita that gives you a perfectly mixed cocktail that will refresh you as much as it excites your taste buds, all at the crack of a can.

Dos Equis uses their expertise at crafting smooth and refreshing beverages to carefully blend Mexican Tequila with high quality ingredients to create a well-balanced taste profile. With real lime juice, this cocktail won't give you that artificial taste others might.

Why Dos Equis Margarita?

Big Bet: Accelerate Innovation

Drive penetration for Dos Equis with new Tequila & Cocktail drinkers by launching HUSAs first spirits-based proposition – an innovation in the RTD cocktails category.



- Spirits based cocktails are on fire - with \$\$ sales +115% vs LY
- Margaritas are the #1 us cocktail in the on premise
- Margarita non-alcoholic mixes are 6.5X more likely to be in the Dos Equis basket vs. the average shopper's basket
- Made with real Tequila & real Lime Juice

LOCALIZATION

Sampling

Can customize by adding sweeps locally

PRIORITY MARKETS

Central: IL (Chicago), LA (New Orleans)

East: NJ, NY, MA, GA

West: NM, CO, NV (Vegas)

West August: SoCal, AZ



PROGRAM SUPPORT



Digital



E-commerce



POS Visibility



Local Influencers