

INTRODUCING MODELITO 24pk 7oz Bottles

National launch March 2020
Line priced with Coronita 24pks

POSITIONED TO DRIVE GROWTH OF THE SMALL FORMAT CATEGORY

#1 Modelo is the fastest growing brand in the industry⁽¹⁾

3.9MM Forecasted cases within the first year and projected to be a top 3 small format package

50% Estimated to be 50% incremental to Constellation

MODELITO DELIVERS ON CONSUMER NEEDS

Strong consumer interest, **75%** likely to purchase⁽²⁾

7/8oz consumers **over-index** with Latinos by **180%** ⁽³⁾



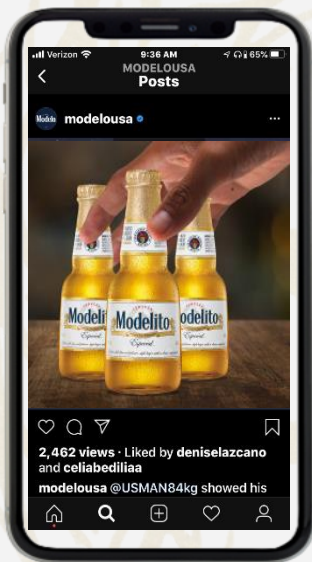
Source: (1) IRI L52W ending 8/11/19) & Nielsen L52wks ending 12.1.18 (2) Modelo Web Collage Study April 2019 (3) IRI ShopperLoyalty, 52 Weeks Ending 10-21-18, All ShopperLoyalty Stores



MARKETING SUPPORT

English & Spanish Language

Social (FB & IG), Retail Tools, & Graphic Template Bundles



UPCs

Bottle



Loose Carton

