



VICTORIA  
DIA DE LOS MUERTOS

ANA  
BRAND BUILDING  
CONFERENCE



BRANDS  
★ WORTH REACHING FOR





# Constellation Brands

*Building Brands Worth Reaching For*



# HIGH-END LEADERSHIP IN BEER



CERVEZA

# Victoria<sup>TM</sup>



- Oldest Mexican beer brand, circa 1865
- #3 beer in Mexico
- Connecting with today's US Hispanic consumer (unacculturated / bicultural)

# DÍA DE LOS MUERTOS – CULTURAL PASSION POINT & TRADITION

Celebrated on Nov 1 & 2 - Started in Mexico

Commemorative and spiritual with family, but also a friendly party holiday

100% of Hispanics are aware of DDLM  
84% have celebrated.

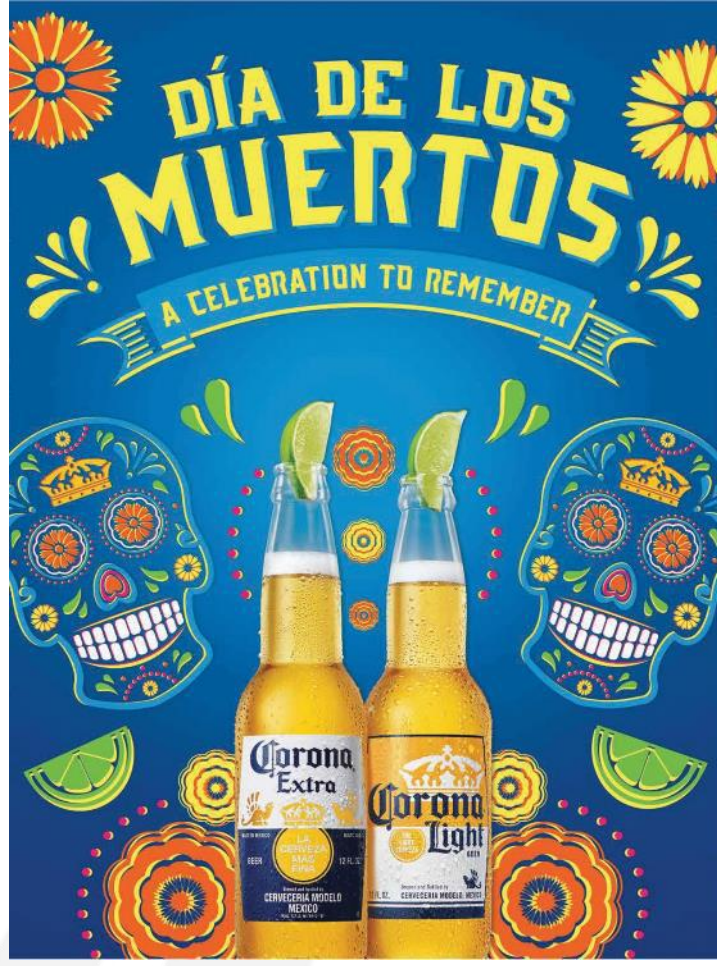


**81%** of Hispanics **drank beer** during their DDLM celebration

**52%** of Hispanics purchase more high-end beers for DDLM

# PORTFOLIO APPROACH

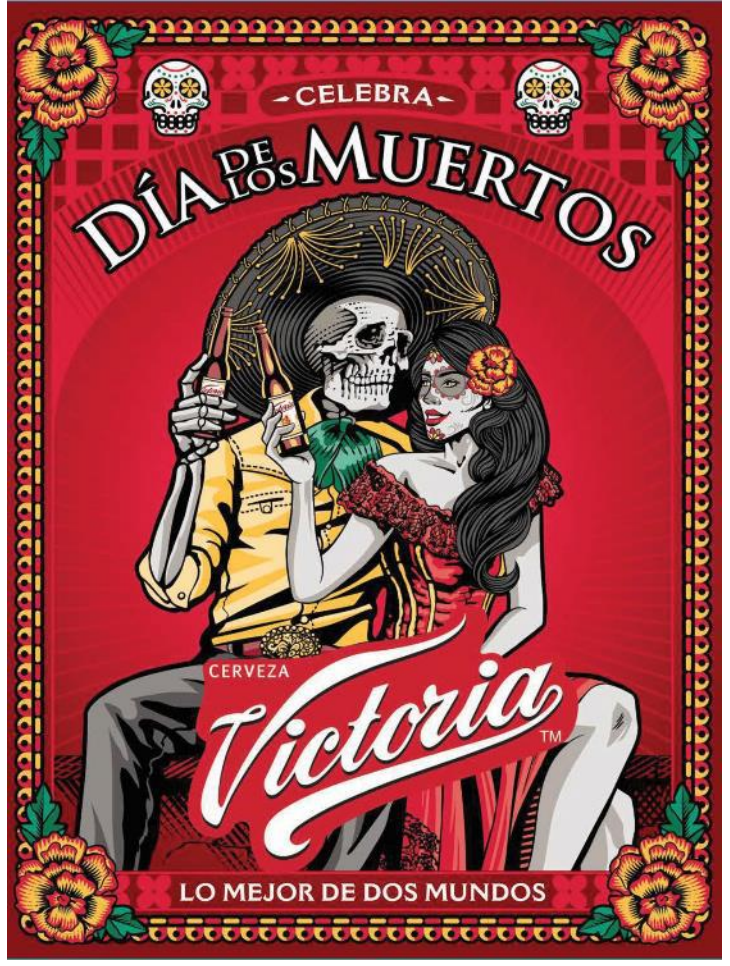
## CORONA



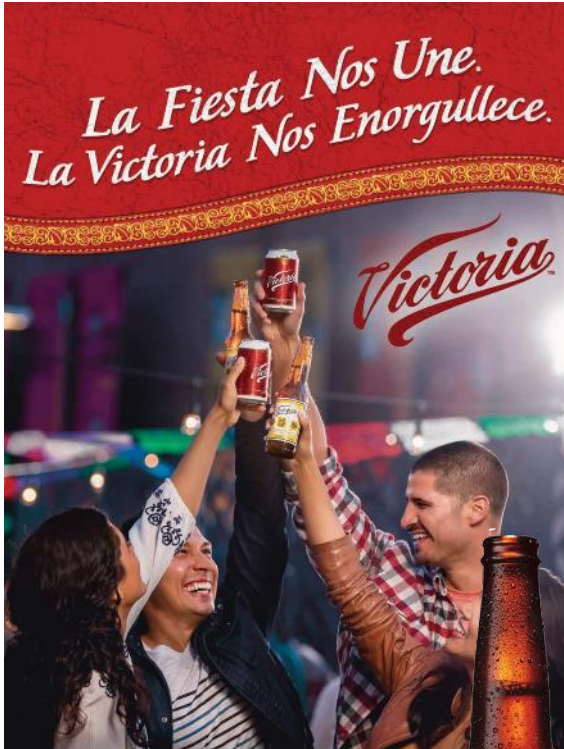
## MODELO



## VICTORIA



# VICTORIA & DIA DE LOS MUERTOS – AN EVOLUTION



2016

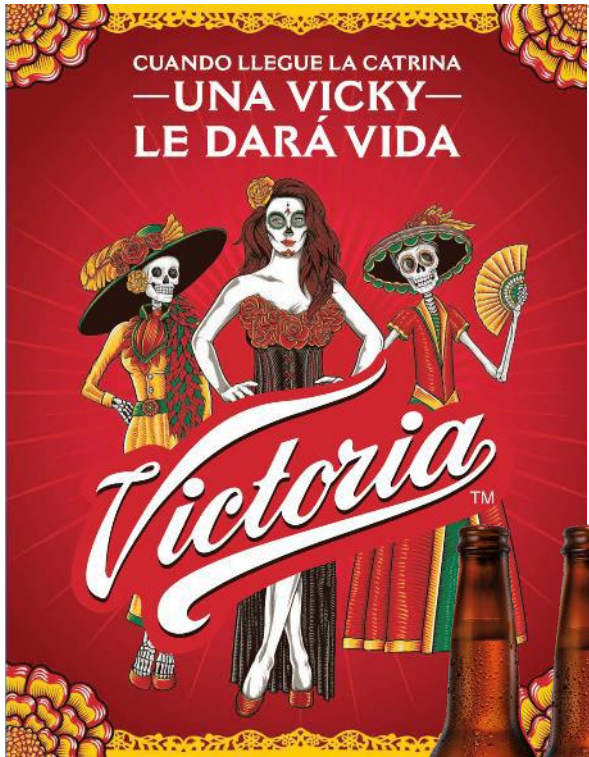


2017

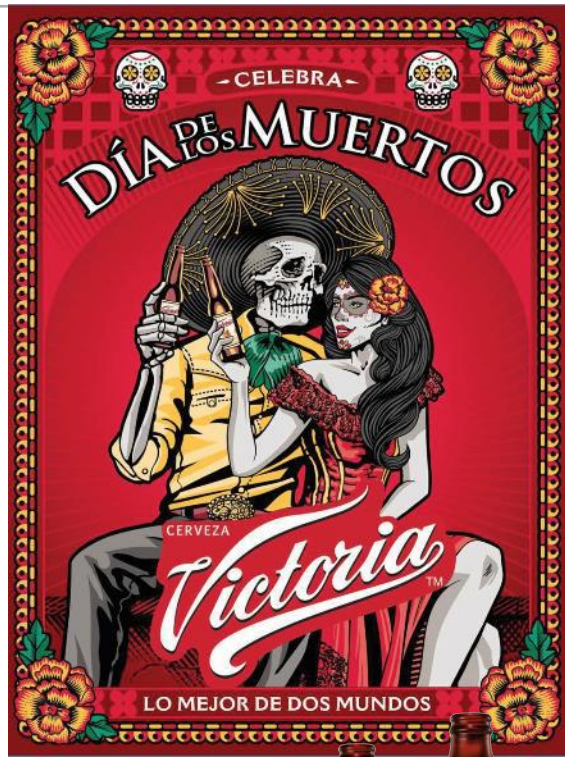


# VICTORIA & DIA DE LOS MUERTOS – AN EVOLUTION

## 2018



## 2019



Introduced limited-edition 32oz bottles

Reggie Award Winner







**\*VIDEO\***

# 2019 PROGRAM HIGHLIGHTS

Total brand sales grew **+8.4%** during the Día de los Muertos time period.

Convenience channel

**+14.5%**

Club Channel **+7%**

Liquor Channel **+3%**

On-Premise **+10%**



Over **3.5MM** bottles and cans in market

Drove highest social engagement during 2019.



# 2019 RETAIL ACTIVATION



# 2019 RETAIL ACTIVATION



CERVEZA

*Victoria*™

**!GRACIAS!**