



MEDALLA LIGHT BEST PRACTICE

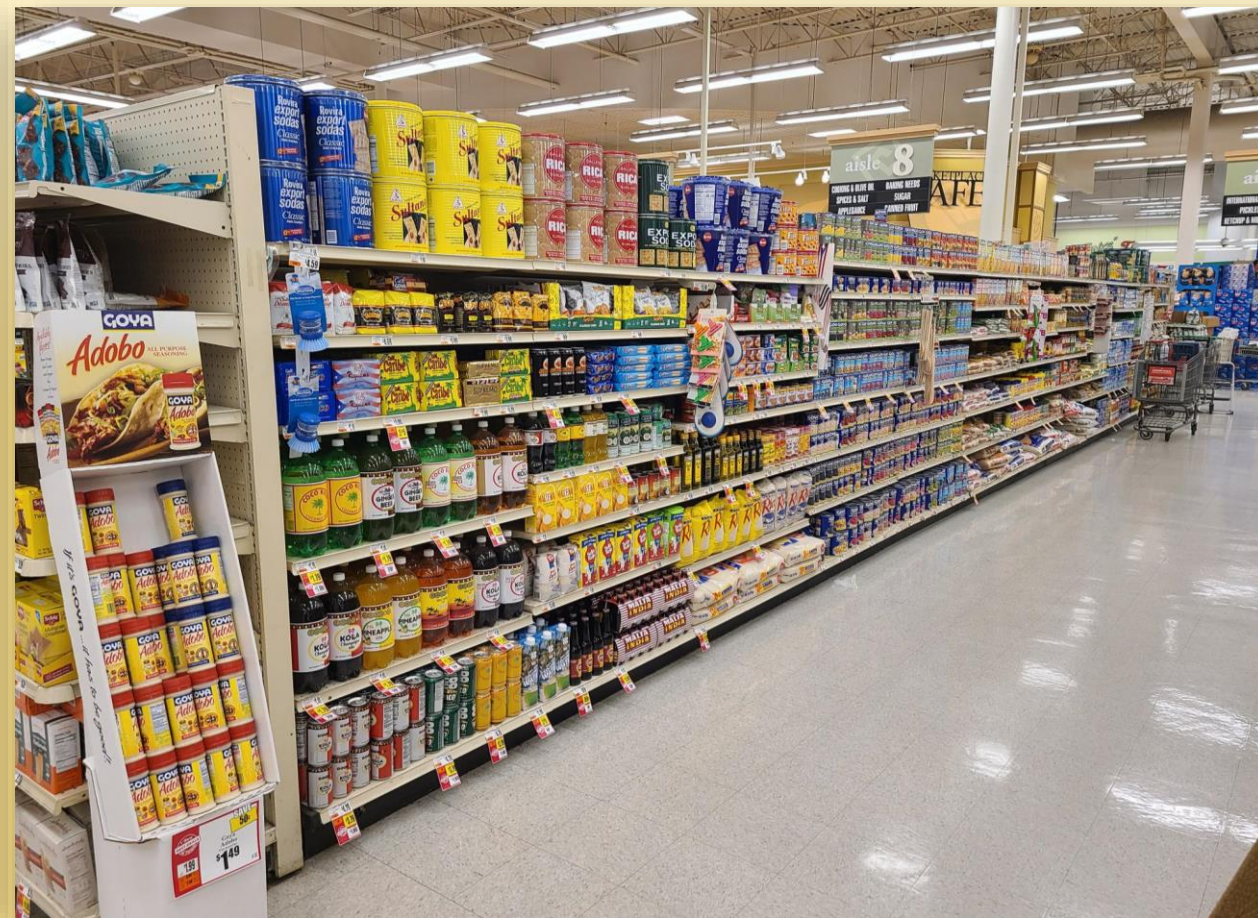
MEDALLA
P R E M I U M
Light

PRODUCTS HIGHLY PURCHASED BY PUERTO RICANS



- Common products purchased by Puerto Ricans
- Stores carrying these items = Medalla Light accounts
- MALTA INDIA- Product made by the Medalla brewery

HISPANIC SECTIONS



Stores with good size Hispanic sections = Medalla light destination accounts

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DISPLAY EXECUTION SAMPLES



- #1 Hispanic Store in the Buffalo Market
- Started with a 300+ case display
- Sold 80 cases first 2 days
- #1 scanning multi-pack in the store, beating out Corona since launch
- Sold 1,100 cases since 3/1/21
- Price right- 12pk-\$11.99/6pk-\$7.99

Unit movement per week

113_48ft_OPEN_COLD IMPORT	6821309451	MOLSON ICE 1/24 CAN	77.808
113_48ft_OPEN_COLD IMPORT	8155301100	MEDALLA LIGHT 12/10 CAN	46.077
113_48ft_OPEN_COLD PREMIUM LIGHT	7199030065	COORS LIGHT 1/24 CAN	29.962
113_48ft_OPEN_COLD BELOW PREMIUM	3410000820	MILWAUKEES BEST ICE 1/24 CAN	26.654
113_48ft_OPEN_COLD BELOW PREMIUM	3410000151	MILWAUKEES BEST ICE 1/40 BTL (PL)	25.192
113_48ft_OPEN_COLD PREMIUM REGULAR	1820025000	BUD 1/25 CAN	23.769
113_48ft_OPEN_COLD IMPORT	8066095680	CORONA 18/12 BTL	23.462
113_48ft_OPEN_COLD IMPORT	8155311510	MEDALLA LIGHT 6/12 BTL	22.077
113_48ft_OPEN_COLD IMPORT	8066095615	CORONA 12/12 BTL	19.885
113_48ft_OPEN_COLD PREMIUM LIGHT	7199032000	COORS LIGHT 6/16 CAN	18.923

DISPLAY EXECUTION SAMPLES



- Store with a good size(full aisle) Hispanic section
- Display near Hispanic section of the store
- Very important to have signage up indicating where the beer is from

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DISPLAY EXECUTION SAMPLES



- Store with a mid-size Hispanic sections
- Displayed near section for visibility
- Very important to have signage up indicating where the beer comes from

SIGNAGE EXECUTION SAMPLES



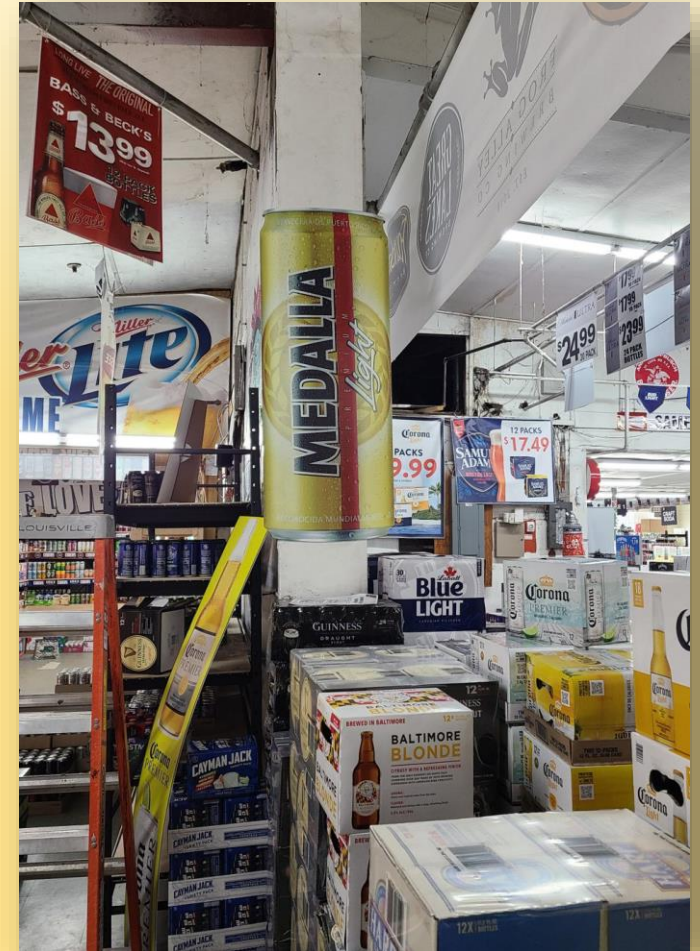
- Very important to get signage up in visible locations
- Make sure to highlight on the sign that the beer comes from Puerto Rico

SIGNAGE EXECUTION SAMPLES



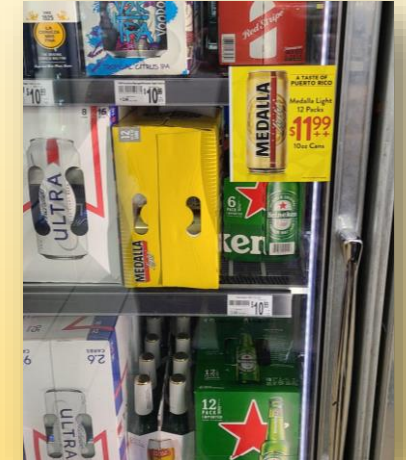
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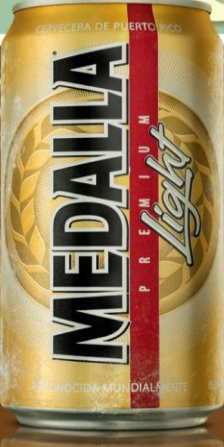


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SIGNAGE SAMPLES



NOW AVAILABLE!



From
PUERTO
RICO
To
BUFFALO

www.TryItDist.com

A TASTE OF PUERTO RICO



\$0.88 CANS OR BOTTLES

**MEDALLA LIGHT
12 PACKS**

#1 BEER IN PUERTO RICO!

Must be 21+ to consume. Drink responsibly.
www.TryItDist.com

A TASTE OF PUERTO RICO



**#1 BEER IN
PUERTO
RICO!**

4.2% ABV

Must be 21+ to consume. Drink responsibly.
www.TRYITDIST.COM

THANK YOU !!!

