

CERVEZA
Modelo
Especial.



BRAND PROFILE

- 31 years of double-digit growth
- Fastest growing beer in the US over the last 5 years and counting
- IMPACT magazine's "HOT Brand" Award for 22 consecutive years
- First brewed in 1925 and became available in the U.S. in 1982
- More than 2x the sales of Dos Equis and Stella Artois, and more than 3x the sales of Tecate

#2 IMPORT BEER IN THE U.S.



FORMAT



TASTING NOTES

PRODUCT SPECIFICATIONS

TYPE Pilsner-style lager

COLOR Rich, golden hue

CALORIES 145 calories per 12oz

IBU 18

HOP VARIETY Chelan, Super Galena, Apollo, Bravo and Summit

MALT Caramel, Two and Six Row Malt Barley

ABV **4.4%**

TASTE

Modelo Especial is a rich, full-flavored pilsner

FLAVOR

Smooth, full-flavored notes with a light hop character and a crisp, clean finish

FOOD PAIRINGS

Latin American foods, BBQ flavorful cuisine, pizza and seafood

* Source: 1. THE BAC Internal Sales Depletions Data; 2. Beer Marketers Insights Shipment Data 2015; 3. IRI Data: total U.S. multi-outlet convenience, YTD ending 12/30/2015