



BRAND PROFILE

- The Pacifico Brewery, located in Mazatlan, Mexico, was founded in 1900
- Pacifico's distinctive taste made it popular with American Surfers who traveled to Baja and brought it back with them to the States
- +17% depletion growth in CY16. That's on top of accelerated growth over the past 5 years.¹

TOP 10 IMPORTED BEER BRAND (#8)²

FORMAT



PRODUCT SPECIFICATIONS

TYPE Pilsner-style lager

COLOR Rich, golden hue

CALORIES 145 calories per 12 oz

IBU 18

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

MALT Caramel, Two and Six Row Malt Barley

ABV 4.4%



TASTING NOTES

TASTE

Hearty, crisp, clean and refreshing lager

AROMA

Malty grain with hop accent

FLAVOR

Crisp, touch of grass-citrus & ocean mist

FOOD PAIRINGS

Grilled seafood, fish tacos and Latin cuisine

Source: 1. Constellation Brands Data (IQ) December 16, 2. IRI MULO+C CY16, 3. 24oz cans available nationally, 4. 12oz cans available regionally (WBU, AZ, TX, CO)