

HEINEKEN USA – FOA CHICAGO TOP 3 PRIORITIES



****SSI****

****SSI****

SLIN: 103803

0 89826 30040 2

0 723111 32124 2

XX Lime and Salt 24oz Can #1 new single serve in \$ Sales in Total US C-Store

2nd fastest growing big import brand in Total US Off-Premise, behind Modelo – BBD Dec 9, 2021

IRC available:

SAVE \$3
AFTER PURCHASE OF ANY TWO DOS EQUIS 24OZ CANS
GET A DOS **XX**

****SSI****

New!

XX Margarita Classic Lime

Priority #1 12oz Can

Priority #2 4pk 12oz Can

0 89826 23087 7

0 89826 23094 5

Made with real Tequila & real Lime Juice. 10% ABV

Spirits based cocktails are on fire - with \$\$ sales +115% vs LY

Margaritas are the #1 RTD flavor and grew +78.5% vs last year

CHICAGO BEVERAGE

SLIN: 101511

SLIN: 100408

0 72890 00016 3

0 72890 00020 0

1 Case Cost: \$31.30 → **5 Case Cost: \$28.30**

Mix/Match Heineken 12pk 12oz Btls and Cans to hit 5 cs QD -- 10% Cost Savings!

Cheers to all fans

Both Items \$5 off Scan 6/29 – 8/2 (All IL)



DOS EQUIS LIME AND SALT SSI INITIATIVE



Packaged Beverages: Alcohol
Dos Equis Lime and Salt



27

Participating
FOAC Stores

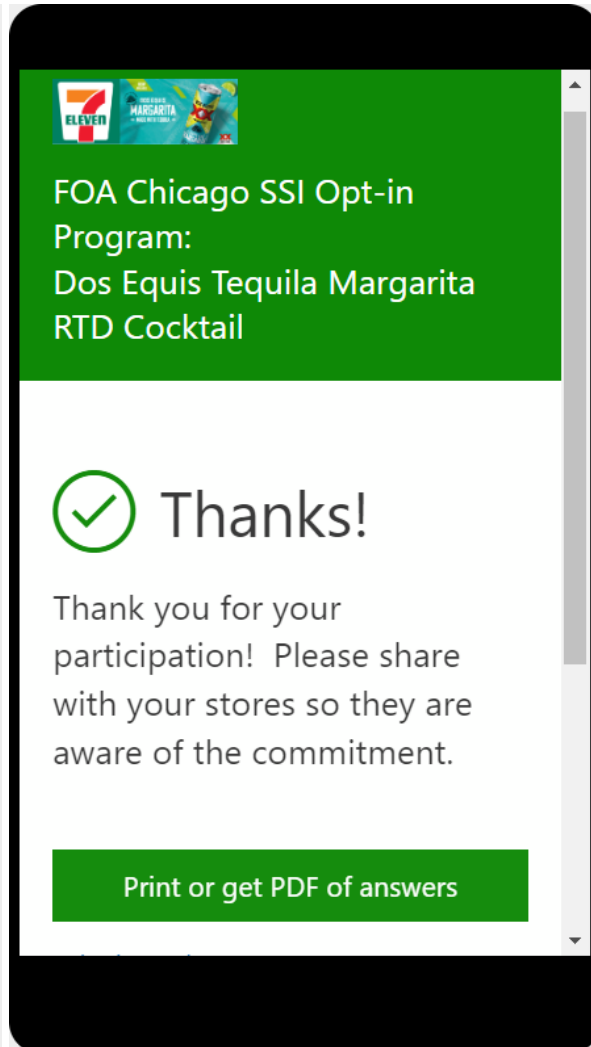
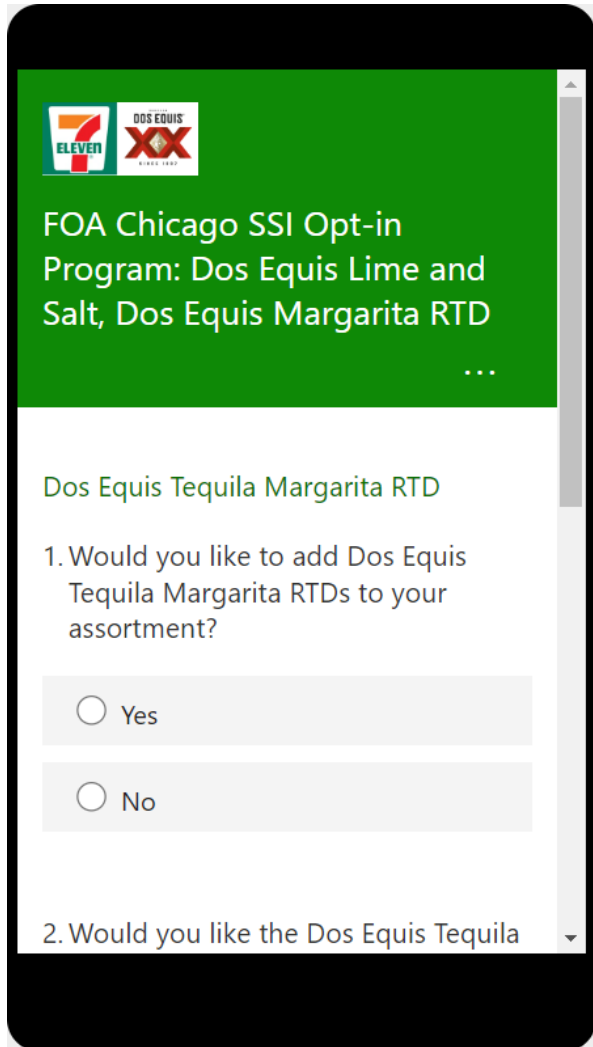
24%

Execution
across FOAC



[FOAC Trade Show Raffle Wheel](#)

ASK: FOA OPT-IN PROGRAMS



Current Opt-in Opportunities:

- Heineken 12pk Mix/Match 5 cs QD (CBS)



- Dos Equis Lime and Salt 24z Opt-in
- Dos Equis RTD Distribution Opt-in

