

el Jimador FMB Cocktails

Key Details

el Jimador cocktails is a bold refreshing tequila inspired flavored malt beverage made with 100% blue agave and real fruit juice for a deliciously refreshing taste.

- Flavors – Lime Margarita, Grapefruit Paloma, Pina Coconut Margarita, Orange Sunrise
- 5.9% ABV,
- Suggested PTC: \$16.99 (Line priced to Cayman Jack)

Target Consumers

Inclusive LDA – 34 FMB drinkers.

Shelving & Display guidelines

Cold box placement – Eye level next to Cayman Jack VP

Display – Priority: out of aisle display, min 25 cases display. Secondary - Beer aisle and end caps

Ad bucket and frequency – Ad bucket paring with Cayman Jack

UPC



Reason to Believe

Authentic Tequila brands – el Jimador is the 7th largest tequila brand in the world and #3 mainstream tequila brand in the US (Nielsen 2020)

Hispanic heritage – el Jimador is a one of the most popular tequila brands in Mexico.

Strong Hispanic household base – 36% of el Jimador US shoppers are Hispanics. 117 index to Tequila and parity to Modelo (beer brand with highest Hispanic base-Numerator 2021)

Relevance with Gen Z and Millennials – 50% of el Jimador consumers are LDA – 34 years old. Gen Z Hispanic shoppers have the highest buy rate in FMB (Numerator 2022)

