



■ BRAND HISTORY

Corona Extra was introduced in the United States in 1981, and became the fastest growing imported beer in U.S. history. Corona Extra has been brewed and bottled in Mexico by Grupo Modelo since 1926. Grupo Modelo is Mexico's largest brewer, operating seven state-of-the-art breweries throughout Mexico and currently exporting Corona to more than 150 countries worldwide.

■ SALES INFORMATION

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Corona Extra is also the #6 selling beer overall in the U.S. with more than a 29% share of the import market. Average growth rate in the U.S. for the last 10 years (1998-2007) is 8.3%.

■ BRAND POSITIONING

Corona delivers a unique fun, sun and beach state of mind. It is a brand that doesn't take itself too seriously or try too hard to impress. It is defined by a laid back image originally created by Corona consumers when it first became available in the U.S. and which remains the Brand's foundation today. Due in large measure to its very universal appeal, Corona has in recent years moved beyond the import category and has positioned itself as a formidable competitor against domestic beers as well.

■ TASTE PROFILE

Corona is made with the finest quality blend of barley, yeast, imported hops and water. Corona's smooth taste offers the perfect balance between heavier European imports and lighter domestic beer.

3.6% alcohol by weight, 4.6% alcohol by volume, 0 grams of fat, 148 calories per 12-oz. bottle.

■ AVAILABLE IN:

- 6-Pack/12-oz. Bottle
- 12-Pack/12-oz. Bottle
- 24-Pack Loose/12-oz. Bottle
- 6-Pack/12-oz. Can
- 12-Pack/12-oz. Can
- 6-Pack Coronita/7-oz. Bottle
- 24-Pack Loose/Coronita 7-oz. Bottle
- 24-oz. Bottle

For more information about Corona Extra, please visit www.corona.com.

