



■ **BRAND HISTORY**

Corona Extra has been brewed and bottled in Mexico since 1925. Corona Extra is the #1 selling imported beer in the U.S. and the #5 selling beer overall.

■ **SALES INFORMATION**

Corona Extra is the #1 selling imported beer in the U.S. and the #5 selling beer overall. Sold in more than 150 countries around the world, Corona is the fourth best-selling beer in the world and the most popular Mexican beer.

■ **BRAND POSITIONING**

Corona delivers a unique fun, sun and positive, carefree 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.



■ **TASTE PROFILE**

Corona is made with the finest quality blend of filtered water, malted barley, hops, corn and yeast. 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.

Allergens: Malted Barley