

INTRODUCING *Corona Premier*

Corona Premier is a sophisticated new choice for consumers who are looking for an elevated light beer experience. It's a perfectly balanced, premium light beer with an exceptionally smooth taste. And with 2.6 grams of carbs and 90 calories, Corona Premier is ideal for consumers who want refreshment without being weighed down.



KEY FACTS

Brand	Corona Premier
In Market	February 27 th , 2018
Formats	12oz bottle – 6pk and 12pk 12oz slim can – 12pk 24oz can
Geographies	National Launch
Price Strategy	PTR: Line priced with Corona Extra/Light bottles and cans