

Fresca Joins Topo Chico In Coca-Cola's Alcohol Lineup

- by Les Luchter, Yesterday



Constellation Brands on Thursday revealed a contract with The Coca-Cola Company to produce and market Fresca Mixed, a line of RTD mixed drinks based upon Coke's citrus-flavored soda.

Constellation stated its research study reveals adult alternative drinks as an \$8 billion section that's predicted to grow 15%-17% each year over the next 3 years, "with relied on customer brand names commanding a substantial share of the marketplace."

Fresca would appear to be among those relied on brand names, with Constellation noting it's now "the fastest growing soda hallmark in The Coca-Cola Company's U.S. portfolio," according to Nielsen research study.

Much of the brand name's appeal currently comes from "its qualifications as a popular mixer that raises all spirits," Constellation mentioned.

For Coca-Cola, Fresca Mixed represents its 2nd soda line extension into alcohols, following in 2015's extremely effective local launch of Topo Chico Hard Seltzer by Molson Coors. That brand name's range pack of 4 tastes has actually simply gone nationwide, backed by a tripled marketing financial investment and a nationwide advertising campaign utilizing television, online video, podcasts, paid and natural social networks, and social influencer marketing.

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Topo Chico Hard Seltzer has actually likewise simply presented a cattle ranch water taste in 9 states (Alabama, Arizona, California, Colorado, Georgia, New Mexico, Oklahoma, Tennessee and Texas), backed by its own project in online video, paid social, and influencer marketing. And a margarita taste is coming quickly.

Topo Chico Hard Seltzer's target market is the "varied, urban-dwelling, 25–34- year-old drinker," and its companies are ICF Next, Volt, Droga5, Volt and Connect.

Constellation Brands' statement of Fresca Mixed came as it launched 3rd quarter results revealing a 5% reduction in net sales in general, however a 4% boost in beer sales– driven by the ongoing success of Medelo Especial, its Mexican beer which just started marketing to non-Hispanic customers 4 years back. Modelo Especial "continues to be the # 1 brand name in the luxury, and # 1 brand name share gainer in the whole U.S. beer classification in IRI dollar sales," the business stated.

Constellation's Mexican brand names, which likewise consist of Corona, will get an increase in the next couple of years as Constellation likewise revealed it will invest \$5 billion to \$5.5 billion on capital investment from financial 2023 to financial 2026, consisting of a brand-new brewery.

Even prior to that vote of faith by Constellation, Modelo remained in the middle of a huge week as the main beer sponsor of the College Football Playoff series.

In addition to upcoming weekend activations for fans participating in Monday's national championship in Indianapolis, the brand name has actually introduced a "Modelo Special Teams, Special Rewards Sweepstakes" in combination with previous football star Desmond Howard.

If a gamer video game returns a punt for a goal throughout the video game, as Howard notoriously did as a Michigan gamer versus Ohio State 30 years back, 300 entrants will win "complimentary beer for the whole 2022 college football season" (in fact, a \$108 present card).

Whether or not such a punt return takes place, a grand reward winner will win a three-day for 2 to the 2023 championship game video game in Los Angeles.

Source: [Fresca Joins Topo Chico In Coca-Cola's Alcohol Lineup](https://news-wire.com/fresca-joins-topo-chico-in-coca-colas-alcohol-lineup/)