

AMIGOS™

TEQUILA FLAVOURED BEER

ADD SOME 'STING' TO YOUR SALES

A bright, golden lager with a full body and zesty aroma. Clean, crisp and refreshing with the authentic taste of Tequila and South American limes.

Premium packaged lager is worth £767.8m a year* with innovative products such as Amigos driving growth

Position Amigos at a premium price point due to ABV and unique tequila proposition

SUPPORT AT OUTLET LEVEL:

Quality POS, Digital screen media, In outlet promotions, Promotional teams, Nationwide sales team
£1.8m marketing spend

* AC Nielsen Total On Trade MAT 04.10.08
**Based on Matthew Clark Solutions May 2009

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drinkaware.co.uk

Product	Case Size	ABV %	Case Dimensions (mm)			Case (kg) Weight	Pallet Dimensions (mm)			Pallet Size	Structure	Shelf Life (m)	Barcode Bottle	Case
			Height	Length	Width		Height	Length	Width					
Amigos Beer	24x330ml	6	240	370	245	13.81	1440	1200	1000	72	6x12	12	5410583800766	05410583800773