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CONTACT:  
Bill Ligas  
CROWN IMPORTS LLC  
(312) 873-9279  
[bill.ligas@crowimportsllc.com](mailto:bill.ligas@crowimportsllc.com)



**CROWN IMPORTS INTRODUCES “BEER KITCHEN” PROGRAM**

CHICAGO – September 2008 – Crown Imports’ new “Beer Kitchen” program, which runs in off-premise accounts in September and October 2008, draws on the popular trend of pairing beer with food.

“Beer Kitchen” features “The Art of Cooking and Pairing Food With Beer” recipe booklet, which offers first-class recipes and beer pairing ideas that complement the Crown Imports portfolio of premium imported beers and allow consumers to pursue their passion of cooking and kicking back with family and friends.

To supplement to program, the Crown portfolio has teamed up with the following food partners to offer valuable coupons, which will help spark meal solutions and encourage incremental grocery sales (where legal):

- Wholly Guacamole - \$2.00 off two, 7-oz. packages
- Treasure Cave Brand Cheese - \$1.00 off any one package, 4-oz. or larger
- Cholula Hot Sauce - \$.50 off one bottle, 5-oz. or larger

For grocery sales in Minnesota and Washington State, valuable rebate offers are available for Wholly Guacamole (\$3.00 MIR) and Cholula Hot Sauce (\$1.50 MIR).

“Beer Kitchen” easel cards with booklet holder are available to attract consumers to Crown Imports Beer displays.

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Crown Imports LLC is a joint venture that imports, distributes and markets the Modelo portfolio and other fine beer brands across the entire U.S. The Modelo portfolio includes Corona Extra, the #1 imported beer in the U.S. and #6 beer overall, Corona Light, Modelo Especial, Negra Modelo and Pacifico beer brands. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportslc.com](http://www.crownimportslc.com)

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer.