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**PACIFICO INTRODUCES NEW 24 OUNCE BOTTLE TO MEET CONSUMER DEMAND**

**CHICAGO** – June 2006 – Pacifico Beer will introduce a new 24 oz. bottle this summer, offering consumers a single serve option that will be available beginning in July 2006.

The Pacifico large bottle features colorful label graphics that create a larger than life shelf presence. With single serve packages accounting for 48 percent of all beer sold in convenience stores, the new 24 oz. Pacifico bottle was developed in response to consumer demand for this package size. Currently, Pacifico is the No. 3 premium imported Mexican beer.

“The 24 oz. Pacifico bottle is a terrific addition to the Modelo family,” said Kevin Kramnic, Director of Modelo Brands Marketing for Barton Beers, Ltd., which imports Pacifico Beer into the western U.S. “With the strength of single serve beer sales, the 24 oz. bottle will be a great option for retailers and consumers who want to enjoy Pacifico’s great taste and unique image.”

Pacifico’s roots are very much tied to the beach and its associated lifestyle. It carries with it a certain as yet undiscovered cachet and appeal. Its clean and hearty flavor makes Pacifico an exceptionally drinkable lager that’s compatible with all types of food.

Pacifico, Corona, Corona Light, Modelo Especial and Negra Modelo beers are brewed and bottled by the Grupo Modelo Brewery in Mexico, and are imported into the western U.S. by Barton Beers, Ltd.

Barton is a Constellation Company. For more information, visit [www.bartonbeers.com](http://www.bartonbeers.com).

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