



## FOR IMMEDIATE RELEASE

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### **PACIFICO BEER LAUNCHES NEW 7 OZ. BOTTLES**

**CHICAGO – March 24, 2009** – Pacífico Beer, an authentic beer imported from Mexico, is adding a new package with the introduction of the Pacífico 7 oz. bottle in 6-pack and 4/6-pack case. The new packages are launching in early April in primarily west coast markets, where the beer was first discovered by surfers bringing it back from surf trips in Baja California, Mexico. Launch markets include California, Nevada, Oregon, Idaho, Washington, Texas and Louisiana.

This line extension is in response to Pacífico's performance over the past several years and the popularity of the 7 oz. package for Crown Imports, Pacífico's exclusive U.S. importer. In 2008, Pacífico delivered positive results in a challenging environment, with Pacífico up 0.3% and +11% CAGR over the last 10 years.

This new SKU is positioned to further Pacífico's efforts to increase trial among consumers via new opportunities and occasions. In bars, the smaller size makes it ideal for bucket specials. In grocery, drug and convenience stores, the 7 oz. complements the existing Pacífico package line-up and its on-the-go size makes it perfect for bringing to parties, cookouts and picnics.

The Pacífico 7 oz. provides retailers with an opportunity to trade up domestic 24-pack consumers and current Pacífico 12-pack consumers, increase sales and garner additional shelf space for the Crown portfolio.

"The Pacífico 7 oz. is new to the market and we expect it to generate significant attention and sales opportunities for our wholesaler and retailer partners," said Bruce Jacobson, executive vice president of national sales for Crown Imports. "The easy portability of the Pacífico 7 oz. bottle makes either the 6-pack or case an ideal choice for consumers who lead an active lifestyle to take the beach, the park or anywhere outside."

The new Pacifico 7 oz. package rollout will be supported with an array of point-of-sale materials, including shelf strips, display cards and static stickers. Pacifico will also run a series of new advertisements focusing on the 7 oz. in alternative weekly publications, including *LA Weekly*, *OC Weekly* and the *San Diego Reader*.

To further support the launch of the Pacifico 7 oz. package and to generate local media coverage, Crown will execute a World's "Smallest" Toast event in the seven roll out markets in April. Pacifico fans will celebrate the introduction of the new package by raising the 7 oz. bottle to toast the launch. More details to come on [www.mexicoviapacifico.com](http://www.mexicoviapacifico.com)

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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.crownimportsllc.com](http://www.crownimportsllc.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.