

Welcome to

Juebebes

La movida  
starts  
here



Spring & Summer 2021



JOIN THE  
JUEBEBES MOVEMENT

**Martinez Brands** is proud to introduce its latest promotional program kicking off the **JUEBEBES** celebration at retailers nationwide!

What is **JUEBEBES**? JUEBEBES gives shoppers a headstart by starting their weekend celebrations on Thursdays with a play on "Jueves" (Thursday) and "Bebes" (To Drink).

Your Hispanic shoppers will instantly recognize these brands and the invitation to celebrate every week... thanks to you.



## THIS PROGRAM REINFORCES OUR COMMITMENT TO OUR RETAIL PARTNERS. DON'T MISS THIS OPPORTUNITY!

This program continues **Martinez Brands'** unique commitment to supporting our retail partners. Our objective is to activate your Hispanic and bicultural Millennial shoppers with sales-driving consumer programs among retailers that stock our consumers' favorite heritage brands from across Latin America.

### THE FAST-GROWING MARTINEZ BRANDS PORTFOLIO

**JUEBEBES** is the right opportunity to grow your **Martinez Brands** portfolio. Latino consumers will recognize these best-selling heritage brands from back home and are excited that they can now be found in the U.S. on your shelves and aisle displays.



#### ROMPOPE CORONADO

**CORONADO VANILLA** - A traditional Mexican crème liqueur, sweet and delicate. Mexico's leading Rompope Brand.

UPC# 0 87148 31154 0

**CORONADO CAPPUCCINO** - A new Rompope with a creamy cappuccino twist, gaining popularity as the "Bailey's of Mexico."

UPC# 7 81519 00035 3

Cocktail Suggestion: Bomba Rompope Coronado



#### VICARIO CANE SPIRIT

Sugar cane alcohol, a must-have in every Mexican household for cooking, home remedies, and party punches.

UPC# 8 64187 00000 6

Cocktail Suggestion:

Shot Rompope Vicario



#### RANCHO ESCONDIDO AGAVE SPIRIT

**RANCHO ESCONDIDO REGULAR** - A unique agave-based spirit. Outsells the combined top three tequila brands in Mexico.

UPC# 7 503001 506876

**RANCHO ESCONDIDO TAMARINDO** - New and flavorful addition to the Rancho Escondido family.

UPC# 7 502247 081598

Cocktail Suggestion: Banana Cream Pie a la Coronado



### CAMPAIGN SUPPORT

**MARTINEZ BRANDS** is leveraging the success of **ROMPOPE CORONADO** to get the JUEBEBES party started with marketing support across all of our digital platforms and POS.

- ❖ Digital campaign integration: Facebook and Instagram posts featuring JUEBEBES messaging, new recipe ideas, and lifestyle content.



- ❖ Feature program in brand website [www.rompopecoronadousa.com](http://www.rompopecoronadousa.com).
- ❖ In-store signage featuring neck-hangers and case cards themed for the JUEBEBES program reflecting continuity from digital to store.



❖ Case Card



❖ Neck-hangers



❖ Product Display with Case card



**Martinez Brands** is equipped to assist retailers with the building and maintenance of floor displays. Be sure to discuss with your Martinez Brands sales representative for activation.

[www.martinezbrands.com](http://www.martinezbrands.com)