

ROMPOPE
Coronado®

La Vida más Dulce...
Rompepe Coronado Recipes Have Gone Viral

ROMPOPE CORONADO Launches its first-ever Holiday Program!

Mexico's unique cream-based liqueur, is launching a consumer and retail program designed to drive Holiday excitement with a digital recipe campaign and secondary display program.



3MM+
Projected
Unique Customer
Reach

CAMPAIGN SUPPORT

DIGITAL CAMPAIGN

Rompepe Coronado's digital campaign is already generating millions of impressions across social media channels and will continue right through the Holiday period. Since the campaign launch this Summer, Rompepe Coronado's digital campaign has driven over 1,000,000 engagements, views and recipe clicks from our mouth-watering posts featuring unique cocktails and recipes ideas.



	October	November	December
f	•	•	•
o	•	•	•
v	•	•	•



SWEETEN YOUR HOLIDAY BASKET WITH OUR FIRST EVER RETAIL RECIPE DISPLAY PARTNERSHIP!

How would you like to achieve incremental visibility and velocity for your chain with a bigger share of our millions of impressions, with no additional advertising spend?

Rompepe Coronado invites participating retail partners to exclusive features in our geo-targeted neighborhood digital campaigns based on case commitment. Our posts will feature your logo to drive demand for Rompepe Coronado directly to your locations and store aisles with our new and unique food and cocktail ideas.

Contact your Martinez Distributors sales representative for program activation!

www.martinezbrands.com

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HOLIDAY CAMPAIGN | October 1 – January 10, 2021
(through Three Kings Day)

PROGRAM OBJECTIVES

Rompo Coronado has been sweetening the summer season with delicious recipes that have generated millions of online impressions and consumer engagement. Our digital program is designed to give even the most loyal Rompo Coronado fans new reasons to stock Rompo Coronado at home for the holidays as a cocktail mixer, or as an ingredient for desserts and other dishes. Now, the program excitement extends to the store level with Point of Sale materials designed to maximize product visibility and secondary displays during the high-demand Holiday period.

ROMPOPE CORONADO, THE UNIQUE AND MOST VERSATILE OF CREAM LIQUEURS... LA VIDA MÁS DULCE!

Rompo Coronado's recipe program has engaged two key target demos that have already been proven to increase velocity for Rompo Coronado as well as dozens of complementary ingredients across all stores:



Chef Mamas – The traditional Rompo Coronado customer who is now extending the use of our brand in her favorite Holiday recipes, helping drive demand for dessert ingredients.



Latina Mixologists – Younger Generation Latinas eager to get creative with Rompo Coronado helping drive demand for other spirits and mixed drink ingredients.

IRRESISTIBLE DESSERT AND DRESSINGS RECIPES

- Flan Mexicano with Rompo Coronado **87,500+** YouTube views
- Salad Dressings a la Coronado **17,000+** YouTube views
- Rompo Coronado Pancakes **14,200+** YouTube views
- Rompo Coronado Cheesecake **3,500+** YouTube views



For more indulgent dessert ideas visit:
rompocoronadousa.com/postres



DELICIOUS COCKTAIL IDEAS

- Rompo Bomb (just add your favorite Mexican beer) **116,000+** YouTube views
- B-52 RC (add Kahlua and Grand Marnier) **23,000+** YouTube views
- Mezcal Pope (add your favorite Mezcal) **15,200+** YouTube views
- Rompo Coronado on the Rocks **8,000+** YouTube views

For more irresistible cocktail ideas visit:
rompocoronadousa.com/cocteles

AN ESSENTIAL COMPANION FROM THE BAR TO THE KITCHEN

Consumers are discovering the versatility of Rompo Coronado. From delicious cocktails to irresistible desserts, salad dressings and dinner recipes, Rompo Coronado can help your store generate larger basket rings across liquor and center store as your customers take traditional recipes to the next level.



HIGH VISIBILITY IN-STORE SUPPORT

The geo-targeted campaign will reinforce recipe features in-store with a variety of secondary display elements:



NECKHANGER

Eye-catching neckhangers on every Rompo Coronado bottle featuring two of our tastiest recipe ideas and immediate gratification with QR codes that drive your customers to our Holiday recipes while they are in your store.



SECONDARY DISPLAY CASE CARD

Case stacks will feature a topper for added visibility and convenient pick-up by consumers in the bakery aisle or other Holiday display opportunities such as "tamale fixings" and other holiday meal traditions.

ROMPOPE CORONADO SUPPORTS LARGER BASKET RINGS!

Its versatility in recipe ideas supports increased sales.



DESSERTS



FLAN MEXICANO
Plus 6 other Bakery Ingredients



ARROZ CON LECHE
Plus 8 other Center Store Ingredients



COCKTAILS



B-52
Plus Kahlua and Grand Marnier



ROMPOPE BOMBA
Plus Mexican Beer