

ROMPOPE
Coronado®

La Vida más Dulce...

Rompope 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.



**HOLIDAY
CAMPAIGN**

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

PROGRAM OBJECTIVES

Rompope 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 Rompope Coronado fans new reasons to stock Rompope 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!

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



Chef Mamas – The traditional Rompope 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 Rompope Coronado helping drive demand for other spirits and mixed drink ingredients.

IRRESISTIBLE DESSERT AND DRESSINGS RECIPES

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



AN ESSENTIAL COMPANION FROM THE BAR TO THE KITCHEN

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

DELICIOUS COCKTAIL IDEAS

- Rompope 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
- Rompope Coronado on the Rocks **8,000+** YouTube views



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

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



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

**3MM+
Projected
Unique Customer
Reach**

🌿 CAMPAIGN SUPPORT

DIGITAL CAMPAIGN

Rompope 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, Rompope 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
	•	•	•
	•	•	•
	•	•	•

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?

Rompope 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 Rompope 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

