

Why is Coronado more expensive than Santa Clara?

MEXICO
Everyday price



Mex \$ 62.50



Mex \$ 87.00

U.S.
Everyday price



\$ 10.99



\$ 12.99

Stern nun or happy cow?

- Coronado is crafted only from natural ingredients using a combination of cutting edge techniques and traditional methods
- Santa Clara contains artificial ingredients and is manufactured industrially
- Coronado is a family-owned and operated business in San Luis Potosi, Mexico
- Santa Clara is owned by the massive Beckman's Jose Cuervo spirits conglomerate

Q: Does brand matter for consumers in the category?

A: Absolutely, research and Coronado's steady growth in a category with much cheaper alternatives indicate that consumers do discriminate amongst brands and quality options