

NEW!

MOOSEHEAD CHELADA



The Moosehead Chelada is a Mexican-inspired light lager that features a refreshing burst of lime and salt. This classic Mexican style beer offers a fun, invigorating flavour experience.

WHY MOOSEHEAD CHELADA?

BEER DETAILS: 4% ABV | **FLAVOUR & AROMA:** FRESH LIME / SALT

- 2023 trend report from ADM Nutrition noted a unique opportunity to bring an authentic lime & salt Mexican Chelada to Canada as the first in the category.
- Established Mexican import brands are growing +6% over the last five years. This Mexican-inspired Chelada presents the perfect opportunity to target this growing trend.
- With simple ingredients and refreshing flavour, this Chelada is sessionable and perfect for summer!

LAUNCHING

APRIL 2023 | PERMANENT LISTING

SIZE	VARIETY	UPC	CSPC	PRICE (+Tax & Deposit)
12x355mL Cans	MOOSEHEAD CHELADA	776029706789	51533	\$27.49

MUST BE LEGAL DRINKING AGE. PLEASE ENJOY RESPONSIBLY.
FOR MORE INFORMATION, PLEASE CONTACT YOUR WETT SALES REPRESENTATIVE.

