



Corona®





ON TRADE HERO ASSETS

To reinforce Corona's position consistently, three hero assets must be executed in all POC activations.

1 **LIME RITUAL** Mandatory

2 **BUCKET** Mandatory

3 **COUNTER FRIDGE** Second Priority





LIT UP SIGN

Lit up sign in Corona Gothic typography. Vintage Vegas style, Corona lettering made in steel plate, BWG 22 with rust finish (includes corrosion and transparent varnish protection) illumination with transparent bulb lamp mini ball E27 28w or similar with dimmer switch.

DIMENSIONS

HEIGHT 57 CM
WIDTH 170 CM
DEPTH 13 CM





DRINK MENU

Wood backer with elasticated strip to hold the menu. Menu paper should be textured and off-white. Corona logo is burnt into the wood.

DIMENSIONS
HEIGHT 27.9 CM
WIDTH 12.1 CM



RECYCLED
PAPER





CORONA METAL BUCKET

Galvanized Ice Bucket stamped and printed. Bottle opener on both sides and bucket handle. Debossed Blue Corona logo.

DIMENSIONS

HEIGHT 18.3 CM
WIDTH 23.9 CM
SUPERIOR DIAMETER 18.3 CM
BOTTOM DIAMETER 16.4 CM
WEIGHT 400 G

FINISHING OLD FASHION VINTAGE
PACKING 1 PIECE OR 24 PIECE



DEBOSSSED
LOGO



COUNTER BUCKET

Galvanized, large Counter Bucket with handles. Debossed Blue Corona logo in blue.

DIMENSIONS

HEIGHT 25.4 CM
WIDTH 57.2 CM
LENGTH 108.6 CM

MATERIAL GALVANIZED TINPLATE
/O.4MM
COLOR METAL





6 BOTTLE JEWEL CASE

6 bottle acrylic bucket with Zebrano wood. Partial handles cut out on both short sides for lifting. Corona logo is burnt into the wood (center front and back).

DIMENSIONS

HEIGHT 19.5 CM
WIDTH 26.6 CM
DEPTH 1.81 CM

FINISHING 6MM THICK CLEAR ACRYLIC BOX WITH HANDLES CUT OUT ON BOTH SHORT SIDES. 1MM GALVANIZED STEEL L-PROFILES TO COVER THE WOOD CORNERS.



24 BOTTLE JEWEL CASE

360 product visibility, holds 20-24 bottles (depending on ice capacity). Bottom lit panel allows integration of cooling/ lighting unit.

DIMENSIONS

HEIGHT 22 CM
WIDTH 45 CM
DEPTH 35 CM

FINISHING 6MM THICK CLEAR ACRYLIC BOX WITH HANDLES CUT OUT ON BOTH SHORT SIDES. 1MM GALVANIZED STEEL L-PROFILES TO COVER THE WOOD CORNERS.





LIME TOWER

4 mm thick Zebrano wood with 1mm galvanized steel tray is mounted to the bottom of the crate. Corona logo is burnt into the wood (center front).

DIMENSIONS

HEIGHT 24.5 CM
WIDTH 30 CM
DEPTH 15 CM

FINISHING WOOD FINISH



LIME CUTTING BOARD

Wood cutting board and stainless steel knife. Corona logo is burnt into the wood.

DIMENSIONS (board)

HEIGHT 2 CM
WIDTH 26 CM
DEPTH 36 CM

DIMENSIONS (knife)

LENGTH 15 CM





COUNTER FRIDGE

Four sided Glass subzero fridge with two doors.

Wood finish metal sheet (4 sides)
Vertical LED lights (4 internal corners), 4 angular metallic finiture (handles).

Gross Capacity: 94 Lt

Total Capacity: 62 Lt (50 bottles)

DIMENSIONS

HEIGHT 92.8 CM
WIDTH 45.6 CM
DEPTH



BAR MAT

Molded rubber bar mat.

DIMENSIONS

HEIGHT 17.5 MM
WIDTH 595 MM
DEPTH 105 MM

FINISHING RUBBER





BAR CADDY

Bar caddy to hold coasters, napkins and limes. Corona logo is burnt into the wood (center front and back).

DIMENSIONS

HEIGHT 8 CM
WIDTH 29 CM
DEPTH 14 CM

FINISHING 5MM THICK WOOD UNIT.
1MM GALVANIZED STEEL CORNERS.



BOTTLE OPENER

Wood finish – bar blade bottle opener, functional speed of serve.

DIMENSIONS

WIDTH 17.8 CM
DEPTH 0.15 CM

FINISHING WOOD WITH STAINLESS STEEL CORE





BOTTLE GLORIFIER

Back-lit wood bottle glorifier with galvanized steel base and electrical plug.

DIMENSIONS

HEIGHT 37 CM
WIDTH 16 CM
DEPTH 12 CM

FINISHING SIDES AND TOPS ARE COVERED WITH GALVANIZED STEEL
PACKING INDIVIDUALLY PACKED



PARASOL

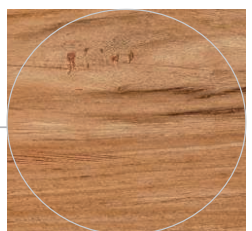
Canvas Parasol with wooden and metal finish on the base.

DIMENSIONS

2.5M or 3.2M

FINISHING PRINTED BLUE LOGO ON CANVAS. BASE AND STEM IN WOOD AND GALVANIZED STEEL.

RECOMMENDED WOOD
OAK, TEAK, FIR, WALNUT, BEECH.



FLEXIBLE TRADE PROMO ITEMS

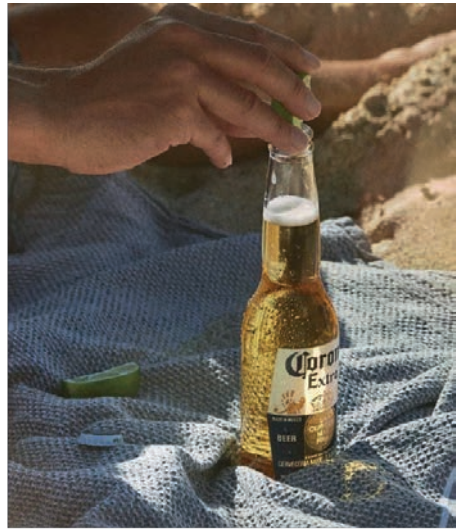
SUMMER LIFESTYLE



FLEXIBLE TRADE PROMO ITEMS

WINTER LIFESTYLE





BRAND IDEAL

CORONA INVITES US TO DISCONNECT FROM THE ROUTINE & RECONNECT WITH OUR ESSENTIAL NATURE.

TO LEAD IN THE MOOD SHIFT NEED STATE
CORONA MUST ELEVATE THE EXPERIENCE AT THE POINT OF
CONSUMPTION

