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Molson Coors expands agreement with Coca-Cola for RTD cocktails

For launching Topo Chico spirited line of canned cocktails

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Molson Coors Beverage Company has expanded its exclusive agreement with The Coca-Cola Company to develop and commercialize Topo Chico Spirited, a line of spirit-based, ready-to-drink (RTD) cocktails inspired by tequila and vodka-based beverages.

The deal marks another milestone in the relationship between Molson Coors and The Coca-Cola Company, following the recent launch of Simply Spiked Lemonade and a successful first year of national distribution for Topo Chico Hard Seltzer, currently the fastest-growing brand in its competitive set over the latest 52-week period.

Coming to more than 20 markets across the country in 2023, Topo Chico Spirited will be made with 100% real spirits, including premium tequila from Jalisco, MX, and will feature a lineup of familiar cocktails, many of which appear in bar and restaurant menus across the country.

Topo Chico Spirited, along with recent launches like Simply Spiked Lemonade and Topo Chico Hard Seltzer, mark the latest initiatives to aggressively grow Molson Coors' above premium portfolio as part of the company's revitalization plan.

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