

# ON PREMISE

## MEDELLIN | UNIVERSE & EXECUTION



### OVERVIEW

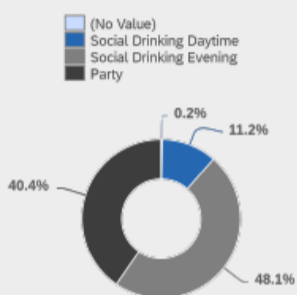
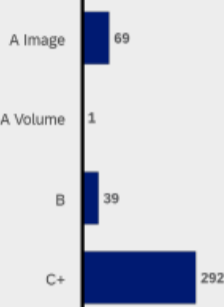
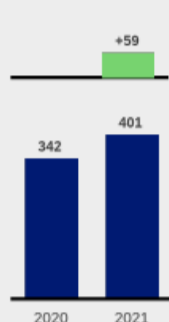
#### ACCOUNTS

**401**

# Accounts

**COUNTRY AVERAGE**

**400**  
Ø Accounts per Field Force Employee



#### LISTING STATUS

- no Energy
- Energy Comp only
- Energy parallel
- Energy only



### SKU LISTINGS



#### ACTUALS

**395**

# Accs w/ RBED List

**98.5%**

% Accs w/ RBED List



#### ACTUALS

**47**

# Accs w/ RBEDN List

**11.7%**

% Accs w/ RBEDN List



#### ACTUALS

**220**

# Accs w/ RBSF List

**54.9%**

% Accs w/ RBSF List

### CONSUMPTION ACTIVATION, MENU LISTING, COOLER & DiPo's



#### ACTUALS

**134**

# AccsRBEN w/ CA

**34.9%**

% AccsRBEN w/ CA

Cooler P YTD:  
Cooler Pen:



#### ACTUALS

**79**

# AccsRBEN w/ CME

**20.6%**

% AccsRBEN w/ CME

Cooler P YTD:  
Cooler Pen:



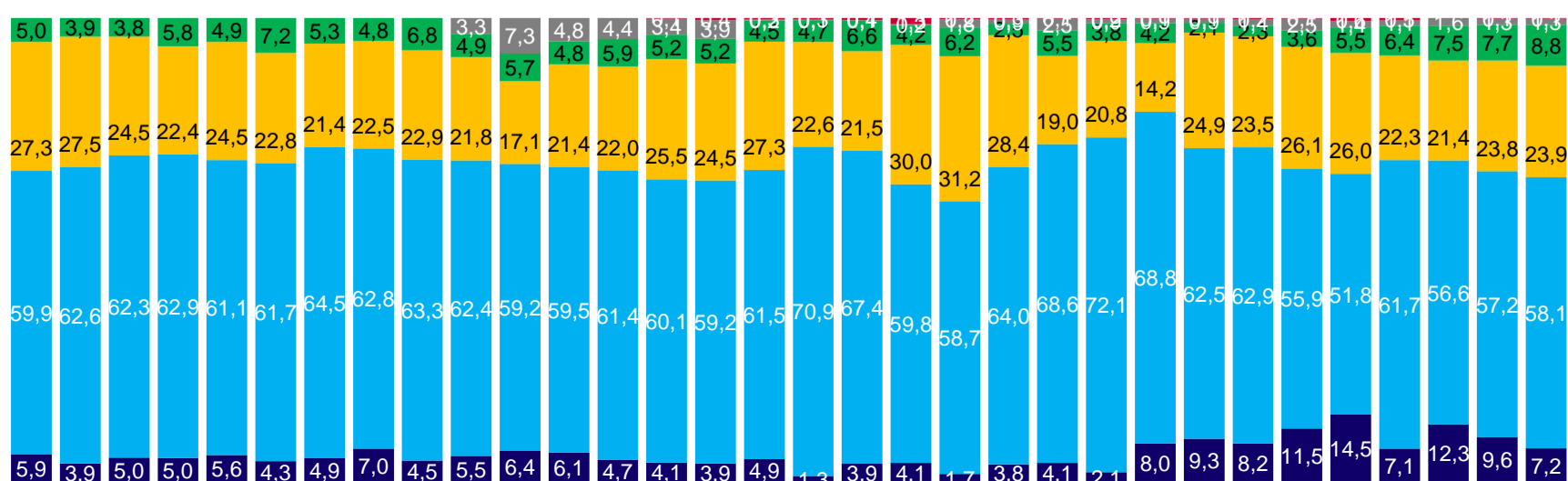
Total Coolers: 190  
Cooler P YTD:  
Cooler Pen:



Total Coolers: 8  
Cooler P YTD:  
Cooler Pen:

RALLY CRY	BIG BETS	ACT 20	TARGET YTD	ACT YTD	DEV TRGT vs ACT YTD	TARGET MONTH	ACT MONTH	DEV TRGT vs ACT YTD	% Achievement vs Partial Target 21
	3 New Listings	548	120	206	<b>86</b>	12	10	-2	172%
	2 CA	134	80	54	-26	8	7	-1	68%
	2 COOLER	171	40	62	<b>22</b>	4	1	-3	155%
	2 MA	67	80	29	-51	8	-16	-24	36%
	2 MUSK ACCOUNTS	356	80	70	-10	8	1	-7	88%

### TAT ON VALUE SHARE (NIELSEN)



ENE FEB MAR ABR MAY JUN JUL AGO SEP OCT NOV DIC ENE FEB MAR ABR MAY JUN JUL AGO ENE FEB MAR ABR MAY JUN JUL AGO ENE FEB MAR ABR MAY JUN JUL AGO ENE FEB MAR ABR MAY JUN JUL AGO



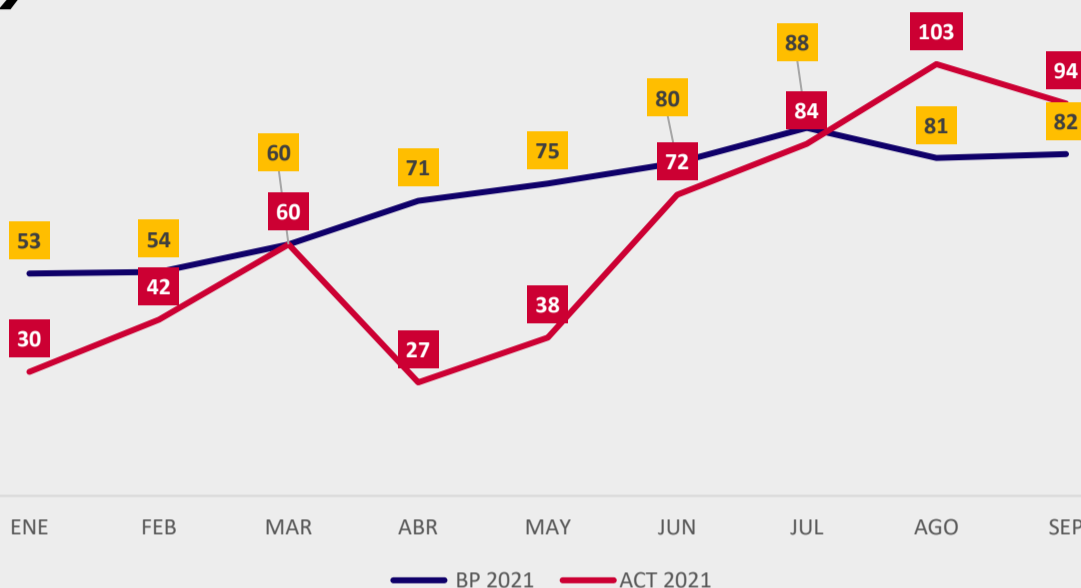
## MEDELLIN

### TOTAL VOLUME

YTD Vs BP

**YTD VS 2019**  
-3%

**YTD VS PY**  
+121%

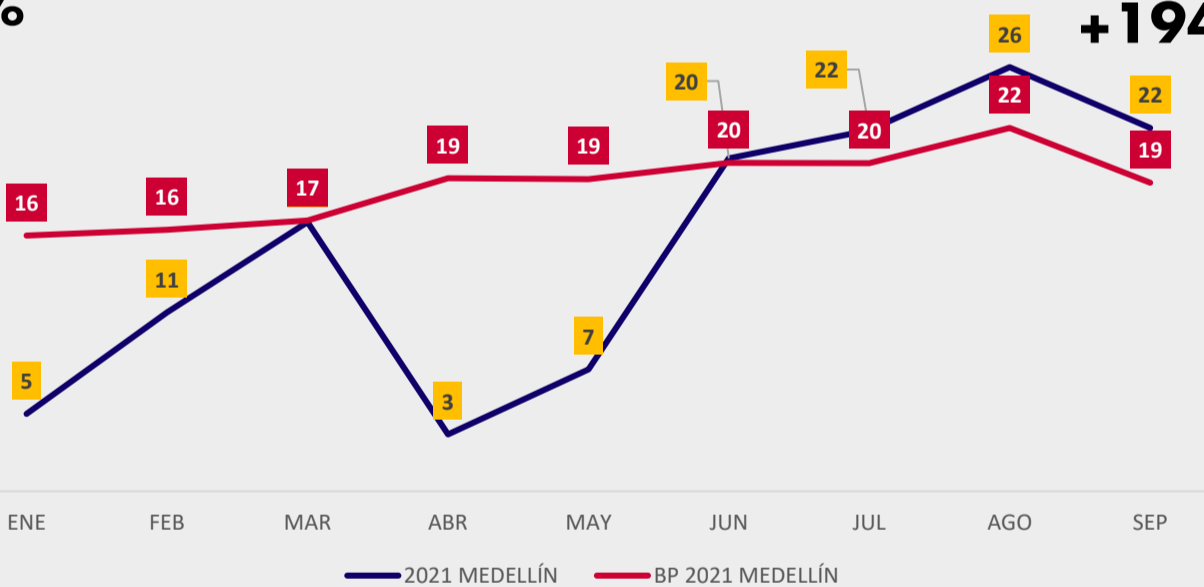


### VOLUME MUSK UNIVERSE

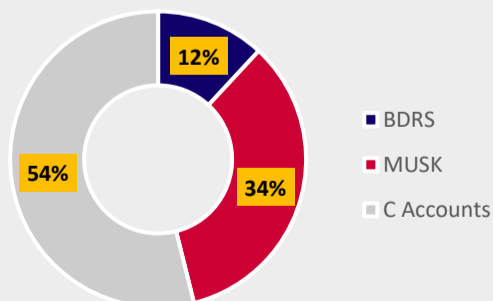
YTD Vs BP

**YTD VS 2019**  
-11%

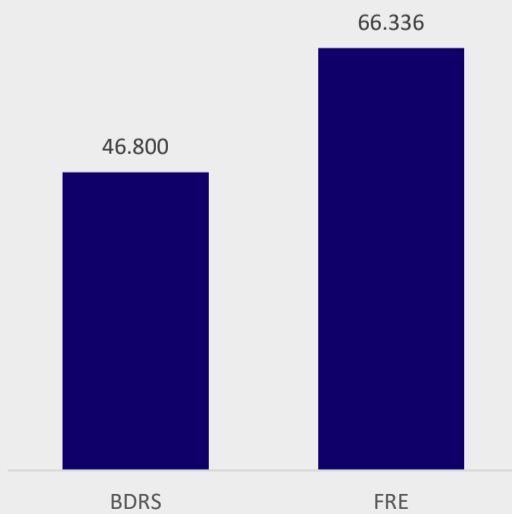
**YTD VS PY**  
+194%



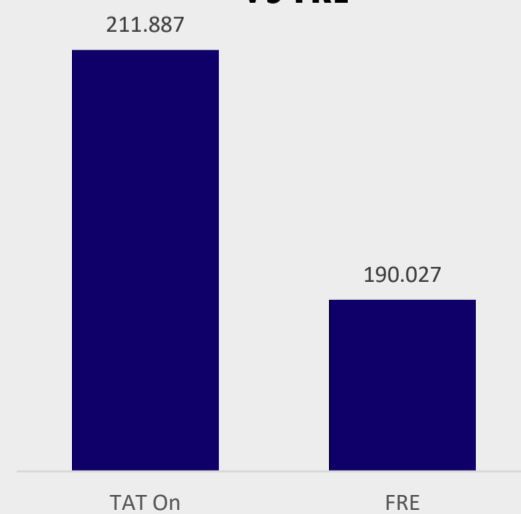
#### BY SEGMENT (SPLIT) VOL BP-SER-FRE



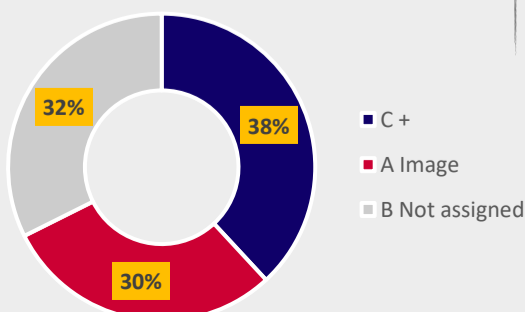
#### BDR'S YTD VS FRE

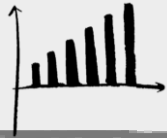


#### TAT YTD VS FRE



#### BY CLASSIFICATION (SPLIT) \*DASHBOARD



**VOLUME****P.O.D & TRIGGERS****KEY 3 & BAR CALL****IPC****H5****TRIAL & INDUSTRY****LA CRUDA**

**A IMAGE** 2019: 490  
**HIGH SOCIETY** 2020: 0  
 2021: 828

TABLE  
 DIGITAL MENU -  
 STAFF -  
 TABLE TALKERS

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓  
 COMBOS WITH LICOR ✓

0 COP



B.G.: 4 X YEAR  
 B.S.T.: 2 X YEAR  
 TRIAL: EVERY 2 MONTHS.

**ENE**

**A IMAGE** 2019: 0  
**HIGH SOCIETY** 2020: 0  
 2021: 742

TABLE - BAR  
 TABLE TALKERS -  
 STAFF -  
 MENU -  
 POSTER FRAMME

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓  
 COMBO WITH LICOR ✓

833 COP



B.G.: 4 X YEAR  
 B.S.T.: 2 X YEAR  
 TRIAL: 2 MONTHS  
 SPECIAL PRICE FOR STAFF

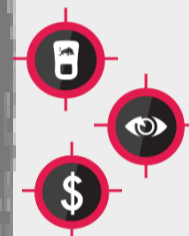
**BURDO**

**A IMAGE** 2019: 696  
**HIGH SOCIETY** 2020: 168  
 2021: 828

TABLE  
 TABLE TALKERS -  
 STAFF -  
 MENU

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓

0 COP



B.S.T.: 1 X SEMESTER  
 TRIAL: WINGS TEAM  
 EACH 2 MONTHS.

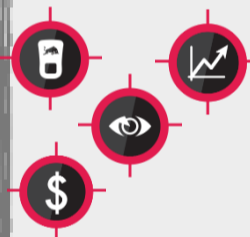
**HASTA LA PIZZA**

**A IMAGE** 2019: 0  
**HIGH SOCIETY** 2020: 0  
 2021: 352

TABLE  
 TABLE TALKERS -  
 STAFF -  
 MENU

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED GIN ✓

0 COP



B.S.T.: 1 X SEMESTER  
 TRIAL: WINGS TEAM  
 EACH 2 MONTHS.

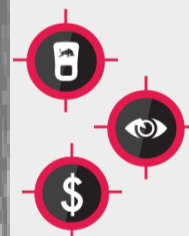
**YACKIE CHAN**

**A IMAGE** 2019: 0  
**HIGH SOCIETY** 2020: 0  
 2021: 400

TABLE  
 TABLE TALKERS -  
 STAFF -  
 MENU

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓  
 RED GIN ✓

1.667 COP



B.S.T.: 1 X SEMESTER  
 TRIAL: WINGS TEAM  
 EACH 2 MONTHS.

**LA HOUSE**

**C+ MAINSTREAM** 2019: 0  
 2020: 0  
 2021: 360

TABLE - BAR  
 TABLE TALKERS -  
 STAFF -  
 MENU -  
 POSTER FRAME  
 BAR

ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓  
 COMBO WITH LICOR ✓

0 COP



B.S.T.: 1 X SEMESTER  
 TRIAL: WINGS TEAM  
 EACH 2 MONTHS.

**LUNO**

**A IMAGE** 2019: 0  
**HIGH SOCIETY** 2020: 0  
 2021: 288

TABLE  
 TABLE TALKERS -  
 STAFF -  
 MENU

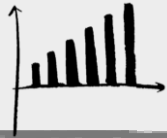
ENERGY DRINK ✓  
 SUGARFREE ✓  
 RED EDITION ✓

833 COP



B.G.: 1 X SEMESTER  
 TRIAL: WINGS TEAM  
 EACH 2 MONTHS.



**VOLUME****P.O.D****KEY 3 & BAR CALL****IPC****H5****TRIAL & INDUSTRY****SQUAD**

**C+**  
**MAINSTREAM**  
2019: 0  
2020: 0  
2021: 120

**TABLE**  
  
TABLE  
TALKER -  
STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
RED EDITION WITH LICOR ✓

833 COP



B.S.T.: 2 X YEAR  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**LLERITAS**

**C+**  
**MAINSTREAM**  
2019: 0  
2020: 36  
2021: 532

**TABLE**  
  
TABLE  
TALKER -  
STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
  
COMBO WITH ICOR ✓

410 COP



B.S.T.: 1 X SEMESTER  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**LICO EXPRESS**

**C+**  
**MAINSTREAM**  
2019: 0  
2020: 0  
2021: 400

**TABLE**  
  
TABLE  
TALKER -  
STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
RED EDITION MICHELADA ✓  
COMBO WITH LICOR ✓

615 COP - OFF



B.S.T.: 1 X SEMESTER

**PERRO NEGRO**

**A IMAGE**  
**HIGH SOCIETY**  
2019: 9291  
2020: 2428  
2021: 6476

**BAR - TABLE**  
  
BAR  
ACTIVATION  
- STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
  
BLIND PASSENGER  
N.S

0 COP  
NS 1.100 COP

B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**FALKOR**

**A IMAGE**  
**HIGH SOCIETY**  
2019: 0  
2020: 0  
2021: 624

**TABLE**  
  
TABLE  
TALKER -  
STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
  
COMBO WITH LICOR ✓

615 COP



B.S.T.: 1 X SEMESTER  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**BELISARIO**

**A IMAGE**  
**HIGH SOCIETY**  
2019: 6636  
2020: 1608  
2021: 3538

**TABLE**  
  
TABLE  
TALKER -  
STAFF (LA  
OCULTA)

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
RED GIN ✓

1.667 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**NEUTRO**

**A IMAGE**  
**HIGH SOCIETY**  
2019: 119  
2020: 288  
2021: 400

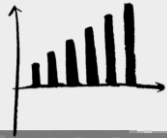
**TEBLE - BAR**  
  
HABLADOR  
- STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

833 COP



B.G.: 4 X SEMESTER  
B.S.T.: 1 X SEMESTER  
  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**VOLUME****P.O.D****KEY 3 & BAR CALL****IPC****H5****TRIAL & INDUSTRY****RITO Y MONTEO**

**A IMAGE** 2019: 0  
2020: 0  
2021: 624  
**HIGH SOCIETY**

TABLE - BAR

HABLADOR  
- STAFF -  
DIPO

ENERGY DRINK  
SUGARFREE  
RED EDITION  
RED GIN  
COMBOS WITH  
LICOR



833 COP



B.G.: 4 X YEAR  
B.S.T.: 2 X YEAR  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**VINTRASH**

**B** 2019: 3336  
2020: 1272  
2021: 1344  
**MAINSTREAM**

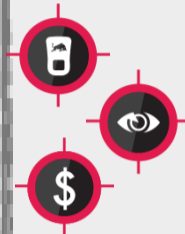
TABLE - BAR

MENU -  
STAFF -  
TABLE  
TALKER

ENERGY DRINK  
SUGARFREE  
RED EDITION  
SIGNATURE LONG  
DRINK



833 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**FLAMANTE**

**A IMAGE** 2019: 0  
2020: 360  
2021: 2560  
**TRENDSETER**

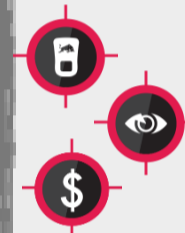
TABLE - BAR

STAFF -  
MENU

ENERGY DRINK  
SUGARFREE  
RED EDITION  
SIGNATURE LONG  
DRINK



1.471 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**TEATRO VICTORIA**

**A IMAGE** 2019: 0  
2020: 0  
2021: 1769  
**HIGH SOCIETY**

TABLE - BAR

MENU -  
STAFF

ENERGY DRINK  
SUGARFREE  
RED EDITION  
COMBO WITH LICOR



1.667 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**EL AGITE**

**A IMAGE** 2019: 981  
2020: 0  
2021: 1656  
**HIGH SOCIETY**

TABLE - BAR

DIGITAL  
MENU -  
STAFF

ENERGY DRINK  
SUGARFREE  
RED EDITION  
COMBOS WITH  
LICOR



0 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**BOLIVAR**

**A IMAGE** 2019: 6072  
2020: 2136  
2021: 7816  
**HIGH SOCIETY**

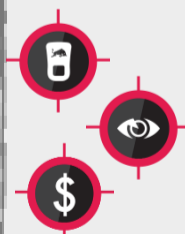
MESA - BARRA

MENU -  
STAFF

ENERGY DRINK  
SUGARFREE  
RED EDITION  
COMBOS WITH  
LICOR



1.471 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**SONORAMA**

**B** 2019: 0  
2020: 0  
2021: 3036  
**MAINSTREAM**

MESA - BAR

MENU -  
STAFF

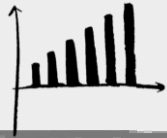
ENERGY DRINK  
SUGARFREE  
RED EDITION  
COMBOS WITH  
LICOR



0 COP



B.G.: 4 X YEAR  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM  
EACH 2 MONTHS.

**VOLUME****P.O.D****KEY 3 & BAR CALL****IPC****H5****TRIAL & INDUSTRY****SALON AMADOR**

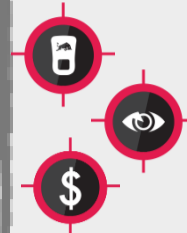
**A IMAGE** 2019: 6052  
**HIGH SOCIETY** 2020: 1296  
2021: 2088

TABLE - BAR

MENU - STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

1.471 COP



B.G.: 4 X YEAR  
B.S.T.: 2 X YEAR  
TRIAL: WINGS TEAM EACH 2 MONTHS.

**PALMAHIA**

**B MAINSTREAM** 2019: 1698  
2020: 396  
2021: 372

TABLE - BAR

MENU - DIPO - STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

667 COP



B.G.: 2 X SEMESTER  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM EACH 2 MONTHS.

**PRANNA**

**B MAINSTREAM** 2019: 1698  
2020: 396  
2021: 372

TABLE - BAR

MENU - DIPO - STAFF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

1.860 COP



B.G.: 2 X SEMESTER  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM EACH 2 MONTHS.

**GUANDOLA**

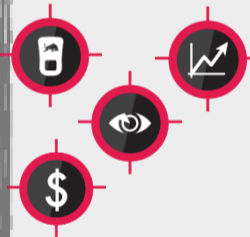
**B MAINSTREAM** 2019: 1698  
2020: 396  
2021: 372

TABLE

MENU - STAFF - PF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

1.860 COP



B.G.: 1 X SEMESTER  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM EACH 2 MONTHS.

**SIX**

**C+ MAINSTREAM** 2019: 1698  
2020: 396  
2021: 372

TABLE

MENU - STAFF - PF

ENERGY DRINK ✓  
SUGARFREE ✓  
RED EDITION ✓  
COMBOS WITH LICOR ✓

1.860 COP



B.G.: 1 X SEMESTER  
B.S.T.: 1 X SEMESTER  
TRIAL: WINGS TEAM EACH 2 MONTHS.