



Nicolás Torres

“Nico”



Who I am?

My Role: Musketeer Medellin

Age: 33

Career: Economist

Time in RB: 2,8 years

Love to Travel and Music Events

Hate when/to Disloyalty

Expectation in my Role:

My Goal in RB (3 years): Continue to grow within RB – Events

Territory



We are in Medellin!!

Medellín es la segunda ciudad en importancia en Colombia, su área metropolitana cuenta con 4.5 MM de habitantes.

La Regional Antioquia es un 31% de COL

Medellin es un 25% del Vol COL

On Premise

Medellin aporta el 28% del Volumen total On Premise COL

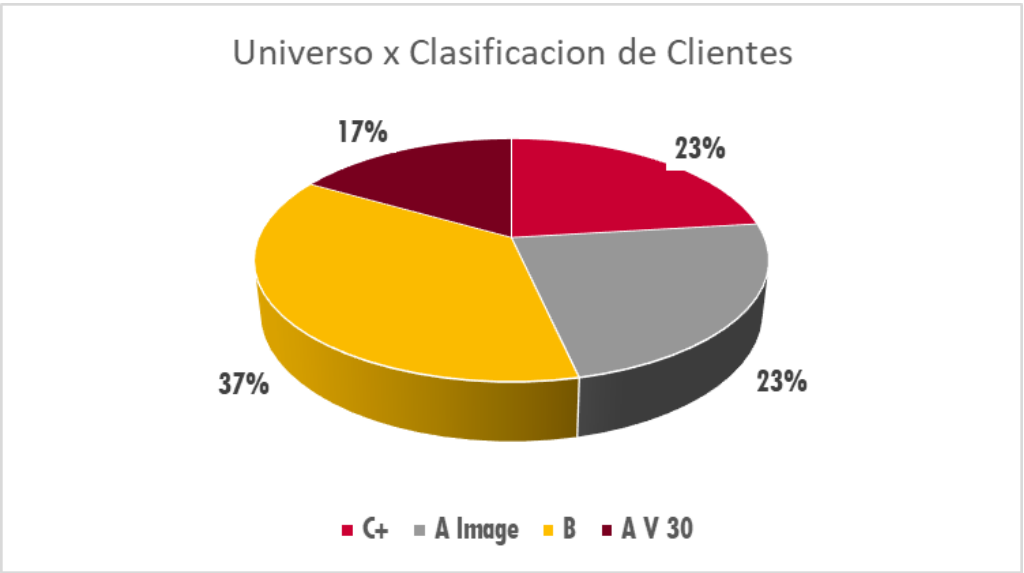
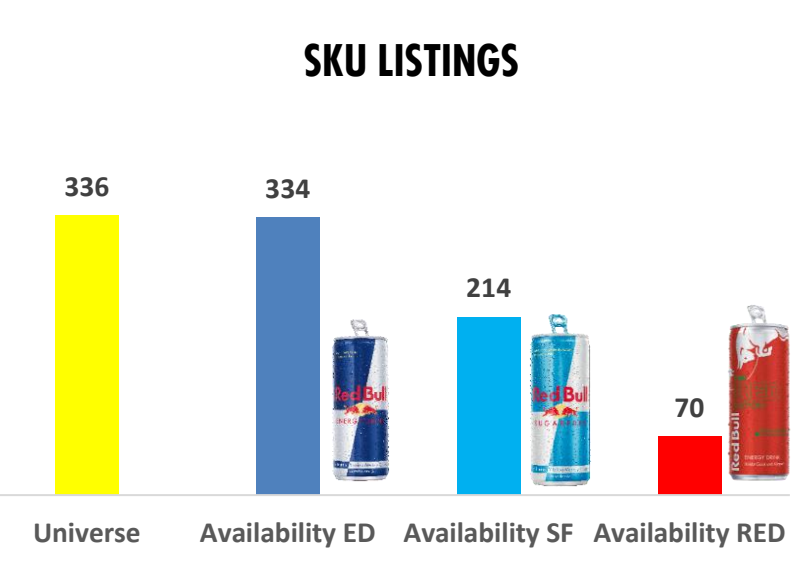
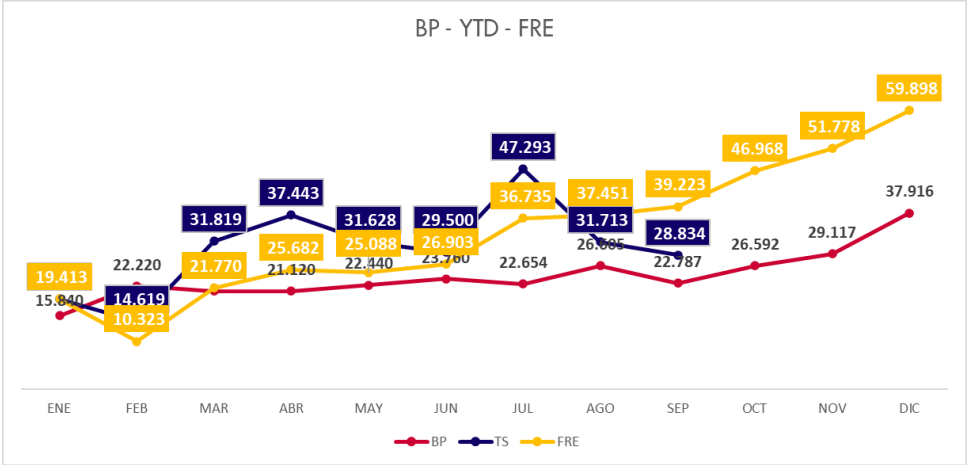
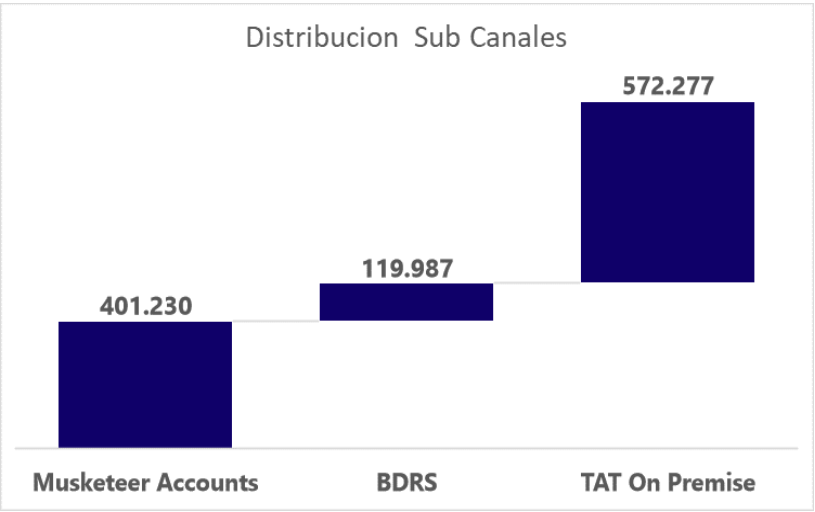
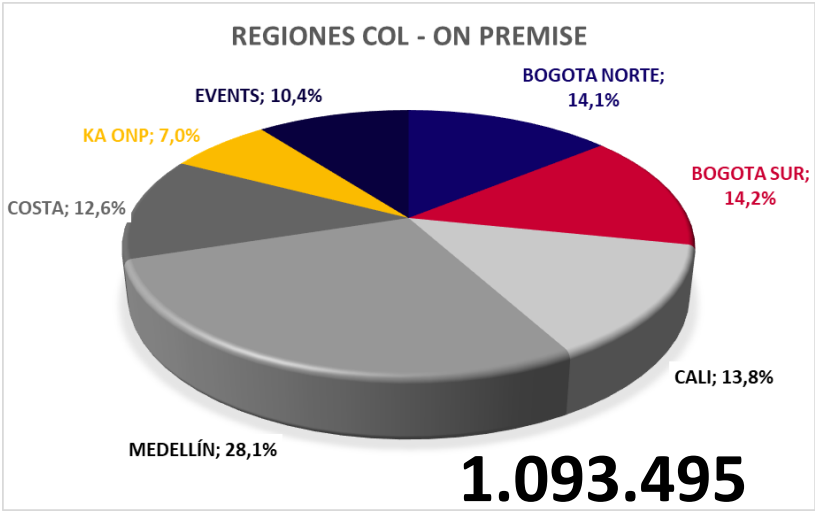
En el On Premise tenemos 4 Hot Zones en la Ciudad

El Poblado es la Zona Mas Importante de Medellin reconocida por el turismo y su vida nocturna con un 41% del Total Volumen de Medellin en **Direct Counts Musketeer**



MEDELLIN

OVERVIEW



Poblado

192.590 CANS

48% Direct TS

251 Accounts

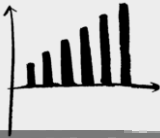
44% of Universe

Provenza Hot Zone
60 Venues en 2 Calles
25.000 Personas x día
50 cuentas **A Image**

YTG 2022

Buscamos llegar **401.230 Cans** en **Cuentas Musk**

- Como?
- Ejecutando los POD
 - Implementación de Hi5
 - ButtleUp en Party Accounts

VOLUME	P.O.D & TRIGGERS	KEY 3 & BAR CALL	IPC	H5	NEXT STEPS
					
LA CRUDA 2019: 490 2020: 0 2021: 6704 2022: 2016 A IMAGE EPC	TABLE MENU DIGITAL MENU -STAFF	ENERGY DRINK ✓ SUGARFREE ✓ RED EDITION ✓ COMBOS WITH LICOR ✓	0 COP	   	STAFF CONSUMPTION STAFF COMPETITION
BURDO 2019: 960 2020: 168 2021: 0 2022: 720 A IMAGE HIGH SOCIETY	TABLE – BAR MENU TABLE TALKERS – STAFF – MENU	ENERGY DRINK ✓ SUGARFREE ✓	0 COP	  	STAFF CONSUMPTION STAFF COMPETITION
TEATRO VICTORIA 2019: 696 2020: 168 2021: 1769 2022: 4323 A IMAGE MAINSTREAM	CASHIER – MENU STAFF - MENU	ENERGY DRINK ✓ SUGARFREE ✓ RED EDITION ✓ VIP PACKEGES ✓ SIGNSTURE LONG DRINK ✓	1430 COP	   	STAFF CONSUMPTION STAFF COMPETITION
FLAMANTE 2021: 3548 2022: 2152 A IMAGE HIGH SOCIETY	TABLE – CASHIER – MENU DIPO – STAFF - MENU	ENERGY DRINK ✓ SUGARFREE ✓ RED EDITION ✓ SIGNSTURE LONG DRINK ✓	1471 COP	   	BAR CALL AGUARDIENTE STAFF CONSUMPTION STAFF COMPETITION
RITO Y MONTEO 2020: 1368 2022: 3160 A IMAGE HIGH SOCIETY EPC	BAR – STAFF TABLE DIPO	ENERGY DRINK ✓ BAR CALL AGUARDIENTE ✓	833 COP	  	TABLE TALKERS ACTIVATION LISTING 2 SKU STAFF CONSUMPTION STAFF COMPETITION BAR CALL AGUARDIENTE
NEUTRO 2019: 119 2020: 288 2021: 1848 2022: 2256 A IMAGE HIGH SOCIETY EPC	TABLE - BAR TABLE TALKERS – STAFF - MENU- - POSTER FRAME BAR	ENERGY DRINK ✓ SUGARFREE ✓ RED EDITION ✓ SIGNATURE LONG DRINK ✓	833 COP	   	TABLE TALKERS ACTIVATION STAFF CONSUMPTION STAFF COMPETITION BAR CALL AGUARDIENTE
POSADA LEON 2020: 1368 2022: 3160 A IMAGE HIGH SOCIETY	TABLE MENU DIGITAL MENU -STAFF	ENERGY DRINK ✓ SUGARFREE ✓ VIP PACKEGES ✓ BAR CALL AGUARDIENTE ✓	0 COP	   	TABLE TALKERS ACTIVATION STAFF CONSUMPTION STAFF COMPETITION