



Madri. The everywhere beer.

Three days in the sun

Back in 2019 we were asked to visit a Spanish brewery that Molson Coors had just acquired. Could we look at a couple of their beers and assess their value for future pan-European growth? But we discovered something else: one beer hidden in their extensive range had more potential than the others. We found Madri.

Could this brand explode from Spain, as Moretti had from Italy?

The similarities were striking: a character that both inspiring and drinkers could relate to, bold ownership of a single signal colour and clearly a powerful celebration of its home. We could see the potential.

The beer that grew, and grew and grew

What happened next was down to Molson Coors superb marketing and commitment to their priorities. The beer was soon launched across European markets and the growth was unprecedented. Soon the Madri red was on banners and garden umbrellas outside thousands of pubs and a wall of red appeared in every supermarket - often bolder than Coca-Cola itself. The growth out-stripped everything around it.



The day we first met Mr Madri!

The mysterious backstory of Madri lager – and why it's suddenly appeared in every pub

TimeOut



The Prince of Wales pulls a Madri at Wrexham FC

Madri Excepcional

Sales: £70.1m

Growth: +2,647.8%

Madri Excepcional is the sales sensation of the year.