Upshot Celebrates the Holidays with Constellation

Upshot is toasting the holidays with holiday campaigns for Modelo Especial, Corona Extra and Victoria (part of the Constellation Brands Beer Division). Packaging, merchandise and signage in stores, bars and restaurants capture the essence of each brand. Victoria centers on family, Modelo Especial emphasizes tradition, and Corona Extra highlights social and shared experiences. So whether it’s gathering to celebrate successes and looking forward to the future, cherishing traditions and making new ones or simply getting together with friends and family, Constellation has a beer for everyone this holiday season.