



TRULY PUNCH HARD SELTZER MIX 12PK

Bursting with juicy fruit flavors, **Truly Punch** is all about big flavor and big refreshment. It's ***Our Biggest Flavor Yet.***

Pack Size: Variety 12pk 12oz slim can

Nutritionals: 5%ABV, 100 calories, 1g sugar, Gluten Free

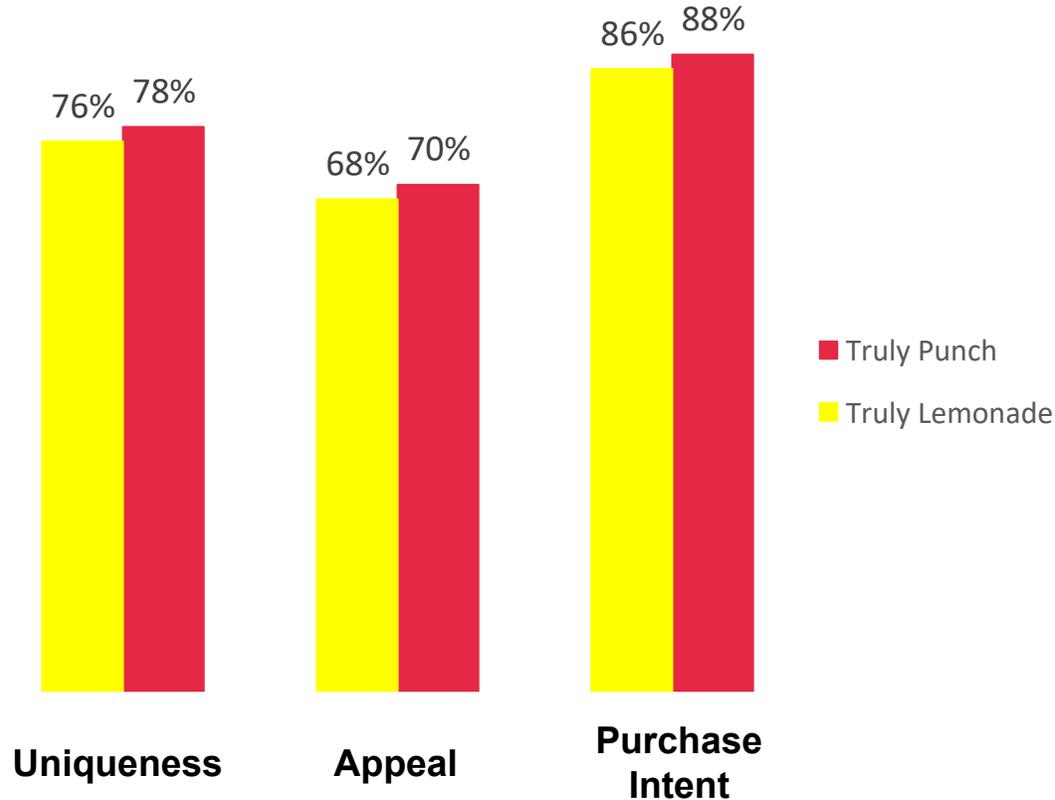
Pricing: Line priced with Truly 12pks

Shelf Life: 6 months

Availability: 5/10/21 (National, Year-Round)



TRULY PUNCH HAS STRONGER APPEAL & PURCHASE INTENT THAN LEMONADE



- Drinkers love the refreshing taste of hard seltzer combined with big fruit flavor.

 *“Flavor was so well balanced. I had a sip and it immediately put me in a good mood.”*

 *“These are so good! I could drink 2 every day.”*

 *“Really fruity and a lot of flavor”*

- Truly’s amazing product development team spent **8 months** perfecting Truly Punch formulas to get them just right:
 - ✓ Sampled over **180** formulas
 - ✓ Tested formulas with over **2,200** consumers across the country!



ITEM NUMBER (SKU):
12 Pack Slim Can: PD447376



Wrap, 12x12oz Slim Can,
Truly Punch VP

087692012276



Can, 12oz Slim
Truly Fruit Punch

08769201223



Can, 12oz Slim Truly
Berry Punch

087692012245



Can, 12oz Slim Truly
Tropical Punch

087692012252



Can, 12oz Slim Truly
Citrus Punch

087692012269



Tray, 2x12pk Slim Can
Truly Punch VP

087692012283

**Product
Dimensions**

12oz Slim Can: 2.26 (in.) x 2.26 (in.) x 6.13 (in.), Volume: 31.29 (cu. in.), Net Weight: 0.78 (lb.), Gross Weight: 0.81 (lb.)

12pk Carrier: QTY 12, 9.08 x 6.75 x 6.13 (in.), Volume: 375.44 (cu. in.), Net Weight: 9.33 (lb.), Gross Weight: 9.87 (lb.)

2-12 Case: QTY 2, 14.13 x 9.38 x 6.44 (in.), Volume: 0.49 (cu. ft.), Net Weight: 18.66 (lb.), Gross Weight: 20.03 (lb.)