



TRULY POOLSIDE VP – SUMMER LIMITED RELEASE

Turn up the music & kickback with Truly's new limited edition Summer VP, Poolside.

- Four **new cocktail inspired flavors**: Strawberry Melon Fizz, Orange Peach Fizz, Pina Colada Style & Kiwi Mojito Style with 100 calories, 5% ABV, & 1g sugar.
- This pack is inspired by Grammy-Award winning Pop Star, **Dua Lipa**. She will be featuring the product in digital/social and breakthrough PR.
- Fun packaging for incremental displays at retail.

Key Stats

- Drinkers thought of this package as fun, exciting & unique.¹
- 73% of drinkers were very or extremely interested in this pack.¹
- Drinkers were tested on different summer cocktail inspired flavors and these four were best-liked.¹
 - *"The flavor options come across as premium and remind me of mixed drink options at a poolside bar. It makes me view Truly as higher quality than I initially assumed."* – Drinker Feedback
- Truly Holiday VP was the **#1 pulling HSW SKU** – beating WC Surge²

Fun & Breezy Flavors

- Kiwi Mojito Style: Zingy & Refreshing
- Strawberry Melon Fizz: Juicy & Balanced
- Pina Colada Style: Tropical & Sweet
- Orange Peach Fizz: Citrusy & Smooth



Pack Size	In Market	Availability
12pk VP 12oz Slim Can	5/15/22 – Mid July	Limited, Summer Only



POOLSIDE VP DETAILS

Product Dimensions

	QTY	Length (in)	Width (in)	Height (in)	Gross Weight (lb.)	Pallet Info
12oz Slim Can	1	6.13	2.26	2.26	0.81	-
12pk Slim Can Wrap	12	9.08	6.75	6.19	9.9	-
12oz Slim Can/12pk Tray	24/2	14.13	9.38	6.44	20.0	13 cases/layer 8 layers high 104 cases/pallet



12oz Slim Can
Strawberry Melon Fizz
087692013518



12oz Slim Can
Orange Peach Fizz
087692013532



12oz Slim Can
Pina Colada Style
087692013549



12oz Slim Can
Kiwi Mojito Style
087692013525



12pk VP Wrap
(Same as Holiday VP)
087692012825



12pk VP Tray
087692013181

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Strawberry Melon Fizz 12oz Slim Can		087692013518		6 months
Orange Peach Fizz 12oz Slim Can		087692013532		6 months
Pina Colada Style 12oz Slim Can		087692013549		6 months
Kiwi Mojito Style 12oz Slim Can		087692013524		6 months
Poolside 12pk VP Wrap	PD7473	087692012825	\$15.99 - \$17.99	6 months
Poolside 12pk Tray		087692013181		6 months

Nutritional Info

Serving size	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protien	Vitamin D	Calcium	Iron	Potassium
12oz	100	0g	0mg	40mg (2%)	2g (<1%)	0g	1g	<1g (<1%)	0g	0mcg	0mg	0mg	0mg