



# INTRODUCING NEW TRULY MARGARITA STYLE HARD SELTZER!

New Truly Margarita-Style Hard Seltzer offers bold margarita-inspired flavors paired with the refreshment of hard seltzer. These hard seltzers are made with real lime juice, Mexican agave, and sea salt to deliver a unique mix of sweet, sour, salty and refreshing flavor in each sip.

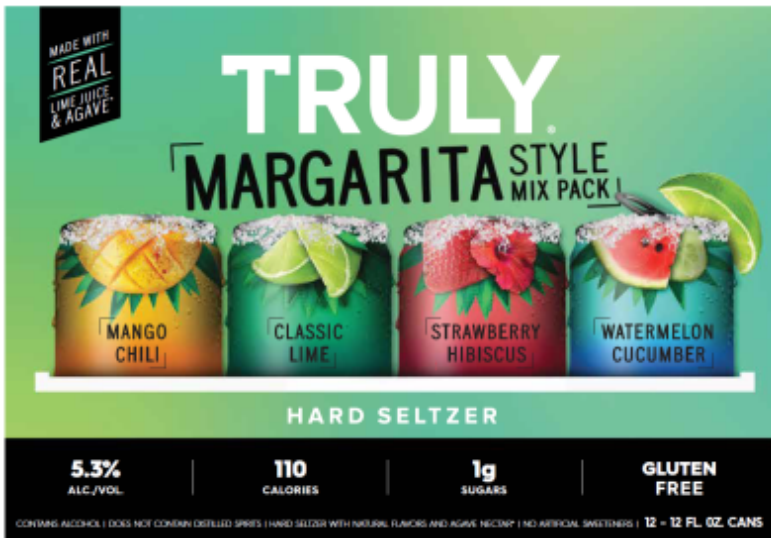


In Market: Jan 1, 2022



## Zesty margarita flavor meets refreshing hard seltzer

*A new line of Truly Hard Seltzers inspired by margarita cocktails.  
Offering a crisp, refreshing hard seltzer taste paired with bold, zesty margarita-inspired flavors.*



**AVAILABILITY:** Jan 1, 2022

**PACK SIZE:** 12pk Variety Pack, 6pk 12oz, 24oz – Classic Lime

**4 MARGARITA-INSPIRED FLAVORS:** Classic Lime, Strawberry Hibiscus, Watermelon Cucumber, Mango Chili

**NUTRITIONALS:** 5.3% ABV, 110 calories, 1g sugar, 3g carbs, Gluten Free

**RTBS:** Made with real lime juice, agave and sea salt

**PRICING:** Line price with existing Truly 12pks/6pk/24oz

**DRINKER TARGET:** Cocktail/Spirits drinkers looking for refreshing, “better-for-you” & convenient alternatives; index with Hispanic drinkers.

**OPPORTUNITY:** Capitalize on popularity of margarita cocktails and tequila/agave-inspired drinks; satisfy cocktail occasion with more complex yet refreshing taste profile.

# Margarita-Style Hard Seltzer capitalizes on growing popularity of Margaritas and Agave-style drinks

## MARGARITAS ARE THE TOP COCKTAIL ON PREMISE



- Margaritas are the **#1** cocktail featured on menus <sup>1</sup>



- **Flavored** margaritas are driving growth on premise<sup>1</sup>



- Margaritas have the **highest awareness and appeal** of all cocktails among hard seltzer drinkers<sup>2</sup>

## AGAVE-STYLE HARD SELTZERS ARE ON TREND



- Agave style hard seltzers have generated over **\$50M** in sales YTD<sup>3</sup>



- Agave style products are driving **25%** of growth in HSW in L13 weeks<sup>3</sup>



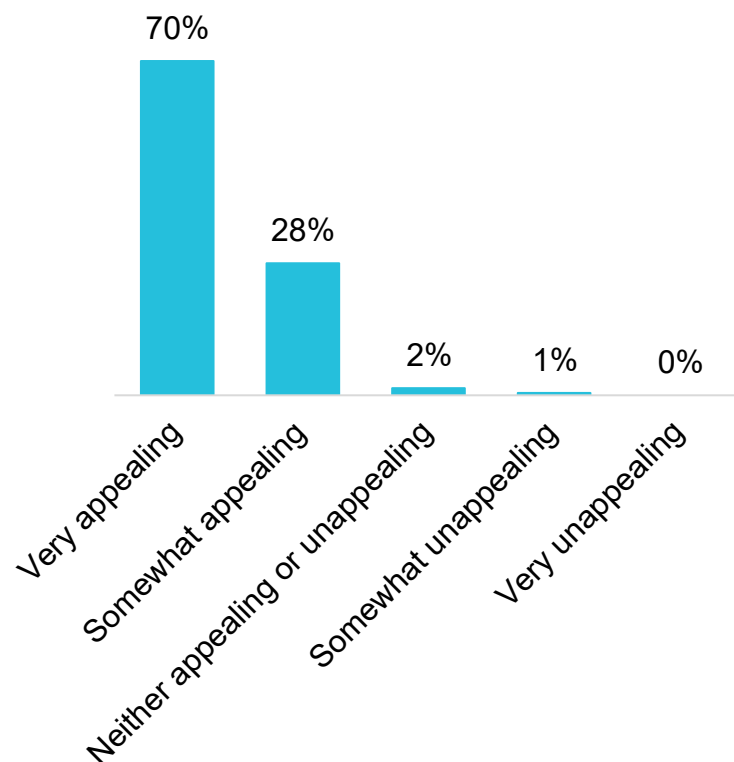
- Average velocity of agave-style hard seltzers is **7%** faster than the average hard seltzer SKU in L13 weeks<sup>3</sup>



# Drinkers are excited about Truly Margarita-Style Hard Seltzer!

## TRULY MARGARITA-STYLE HARD SELTZER HAS VERY HIGH APPEAL

98% Top 2 Box!<sup>1</sup>



## TRULY MARGARITA-STYLE OFFERS SOMETHING NEW IN HSW

### Drivers of consumer liking<sup>2</sup>:

- ✓ Unique flavors
- ✓ Refreshing taste
- ✓ Attractive nutritionals
- ✓ Real ingredients
- ✓ Convenient

“Brings together the best of both worlds. A lot of people like seltzers, a lot of people like margaritas.”

“I hate mixing drinks, since I don’t know how to. This is something I’d definitely try.”





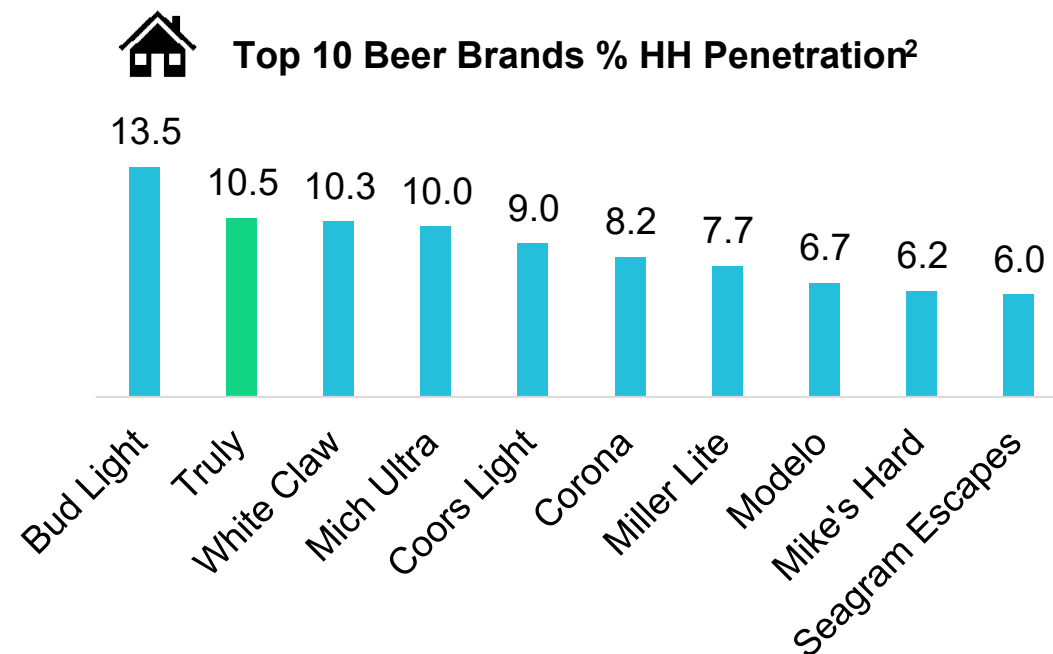
# Truly is the proven leader in hard seltzer innovation

## TRULY INNOVATION DRIVING GROWTH IN BEER...

- Truly is the #1 growing brand family in all of Beer, driven by new innovation<sup>1</sup>
- Truly Iced Tea and Punch Mix Packs are the #2 and #3 innovations in all of Beer in 2021<sup>1</sup>



## ...AND CONTINUING TO EXPAND HOUSEHOLD PENETRATION



Truly Iced Tea and Punch have the highest household penetration of all 2021 hard seltzer innovation SKUs<sup>2</sup>



Truly offers a wide range of flavor profiles to satisfy different drinkers



HINT OF FLAVOR

BOLD FLAVOR



## Margarita-Style Hard Seltzer tasting notes



New Truly Margarita-Style Hard Seltzer offers the crisp, refreshing hard seltzer taste paired with bold, zesty margarita-inspired flavors. These hard seltzers are made with real lime juice, Mexican agave, and sea salt to deliver a unique mix of sweet, sour, salty and refreshing flavor in each sip.



**Classic Lime Margarita-Style:** Light, refreshing hard seltzer meets zesty, citrusy margarita flavors in this Classic Lime style. Lime forward with a hint of tequila flavor and a salty finish -- tastes just like happy hour, in a can!



**Strawberry Hibiscus Margarita-Style:** Juicy strawberries are perfectly balanced with lime margarita flavors and a hint of floral hibiscus in this unique and flavorful hard seltzer.



**Mango Chili Margarita-Style:** This hard seltzer packs a punch with tropical mango flavors and a kick of spicy chili.



**Watermelon Cucumber Margarita-Style:** Cool and refreshing – this delicious mix of watermelon, cucumber and margarita flavors will make you feel like you're on vacation.



# Launch will be supported with fully integrated marketing campaign

\$5.7M media spend in Q1

## RETAIL POS

A full suite of retail POS and shopper marketing tools to support launch



Nov 2021

## PR

Drive massive earned media attention by leveraging a mix of tactics and creative media engagement efforts.

- Press release
- Media Event
- Sampling



Jan 5, 2021

## SOCIAL/DIGITAL

Launch Margarita-Style pack on social with bold, flavor-focused content, and partner with diverse, culturally relevant influencers.



Jan 5, 2022

## TV

Drive awareness for Truly Margarita-Style Pack with new :15s TV campaign to air in mid-Feb when pack is more widely available at retail.



Feb 2022



# Margarita Style POS



## LARGE DISPLAY PIECES



## POS ITEMS

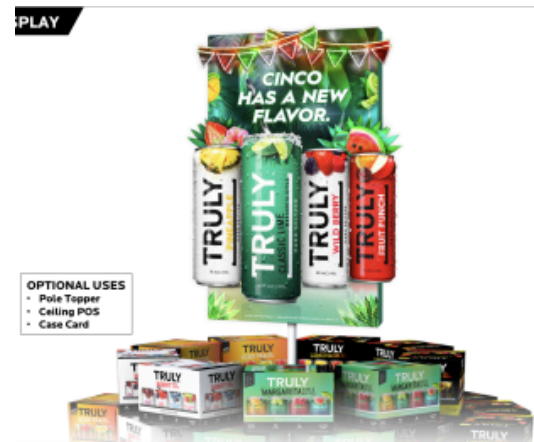
- Paper buildout (Case Easel, Poster, Cooler Sticker, etc) for VP
- Paper buildout for 24oz can
- Mass Display Piece
- Pole Topper/Ceiling Dangler
- Case Corner Card
- C-store sticker
- 24oz Suction Cup Insert
- Classic Lime Poster
- Classic Lime Table Tent

## Second wave of support in April/May

Margarita-Style will be featured in a second wave of support kicking off in mid-April, culminating with Cinco de Mayo programming – inclusive of media, PR and retail POS.



**PAPER POS**



**DISPLAY PIECES**



FRONT

BACK

**PINATA**



**TACO HOLDER**





# Truly 2022 Assortment

## 12pks

- Punch Variety Pack
- Lemonade Variety Pack
- Berry Variety Pack
- Margarita Style Variety Pack (1/1/22)
- Tropical Variety Pack
- Iced Tea Variety Pack
- Citrus Variety Pack

## 24/30pks

- 24pk Lemonade Variety Pack → Full Flavor (Q2 2022)
- 24pk Core Variety Pack
- 30pk Lemonade Variety Pack → Full Flavor VP (Q2 2022)
- 30pk Core Variety Pack

## Seasonals (display only)

- Nov/Dec Holiday LTO
- May-July Freeze Pops LTO

## 6pks

- Strawberry Lemonade 6pk
- Wild Berry 6pk
- Fruit Punch 6pk (4/1/22)
- Pineapple 6pk
- Margarita Style 6pk (1/1/22)

## Draft

- Wild Berry 1/2bbls
- Wild Berry 1/6bbls

## High Alc

- Extra Pineapple Orange Punch 16oz (2/1/22)
- Extra Berry Blast (formally Black Raspberry) 16oz

## Singles

- Wild Berry 16 or 24oz
- Pineapple 16 or 24 oz
- Strawberry Lemonade 16 (12/13/21) or 24oz
- Fruit Punch 16 (12/13/21) or 24oz
- Margarita 24oz (1/1/22)
- Extra Pineapple Orange 16oz (2/1/22)
- Extra Berry Blast (formerly Black Raspberry) 16oz

## Loose

- Strawberry Lemonade 24Loose 12oz
- Fruit Punch 24Loose 12oz (11/15/21)



## SKU Priorities by COT

### LARGE FORMAT

1. Punch Variety 12pk
2. Lemonade Variety 12pk
3. Berry Variety 12pk
4. Margarita 12pk (1/1/22)
5. Tropical Variety 12pk
6. Iced Tea Variety 12pk
7. 24pk Lemonade Variety Pack—  
Full Flavor VP (Q2 2022)
8. Citrus Variety 12pk
9. Strawberry Lemonade 6pk
10. Core Variety Pack 24pk
11. Wild Berry 6pk
12. Fruit Punch 6pk (4/1/22)
13. Pineapple 6pk
14. Margarita 6pk (1/1/22)

### C-STORE MULTIPACKS

1. Punch Variety 12pk
2. Lemonade Variety 12pk
3. Berry Variety 12pk
4. Margarita Variety 12pk (1/1/22)
5. Tropical Variety 12pk
6. Iced Tea Variety 12pk
7. Citrus Variety 12pk
8. Strawberry Lemonade 6pk
9. Wild Berry 6pk
10. Fruit Punch 6pk
11. Pineapple 6pk
12. Margarita 6pk (1/1/22)

### ON-PREMISE

1. Strawberry Lemonade
2. Wild Berry
3. Fruit Punch (11/15/21)
4. Pineapple
5. Margarita
6. Iced Tea

*\*Indy accounts winning with VPs – follow above order  
with relevant pack type (ie. Wild Berry = Berry Pack)*

### SINGLES

1. Wild Berry 16 or 24oz
2. Pineapple 16 or 24 oz
3. Strawberry Lemonade 16 (12/13/21) or  
24oz
4. Fruit Punch 16 (12/31/21) or 24oz
5. Margarita 24oz (1/1/22)
6. Extra Pineapple Orange Punch 16oz  
(2/1/22)
7. Extra Berry Blast 16oz (formerly Black  
Raspberry)

### CLUB

1. Lemonade Variety 24 or 30pk (Full  
Flavor VP in Q2 2022)
2. Core Variety 24 or 30pk



## 2022 PRODUCT DISPLAY PRIORITIES

*AT LEAST 1 ORIGINALS SKU ON DISPLAY*

	Super Bowl (Feb)	Basketball (March)	Cinco (May)	Summer Music (May-Aug)	Football (Aug-Oct)	Holiday (Nov/Dec)
1	Margarita			Punch	Lemonade	Berry
2	Lemonade		Punch	Tropical		Margarita
3	Berry			Berry	Margarita	Punch
4	Tea	Tropical		Margarita	Tea	LTO
5				LTO	LTO	





# 12PK MARGARITA STYLE HARD SELTZER SRS



## 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.)

## ITEM NUMBER

12 Pack Slim Can: PD6273



Wrap, 12x12oz  
Slim Can, Truly  
Margarita VP



Can, 12oz Slim  
Truly Classic  
Lime



Can, 12oz Slim,  
Truly  
Strawberry  
Hibiscus



Can, 12oz Slim,  
Truly  
Watermelon  
Cucumber



Can, 12oz Slim  
Truly Mango Chili



Tray, 2x12pk 12oz  
Slim Can, Truly  
Margarita Variety  
Pack

**Shelf Life: 6 Months**



# CLASSIC LIME MARGARITA STYLE HARD SELTZER SRS

## 24OZ CLASSIC LIME MARGARITA STYLE



### Product Dimensions

**24oz Can:** W 2.88 (in.) x D 2.88 (in.) x H 7.70 (in.); Volume 63.87 (cu. in.); Net Weight 1.56 (lb.); Gross Weight 1.60 (lb.)

**12pk Loose Tray:** QTY 12; Length 11.81 (in.) x Width 9.19 (in.) x Height 7.81 (in.); Volume 0.49 (cu. ft.); Net Weight 18.66 (lb.); Gross Weight 19.56 (lb.)

**ITEM NUMBER**  
**24oz Can:** PD6353



Can, 24oz Truly  
Classic Lime



Tray, 12x24oz  
Can Truly  
Classic Lime

## 6PK CLASSIC LIME MARGARITA STYLE



### Product Dimensions

**6pk Slim Can Wrap:** QTY 6, 6.75 (in.) x 4.45 (in.) x 6.13 (in.), Volume: 184.04 (cu. in.), Net Weight: 4.67 (lb.), Gross Weight: 5.03 (lb.)

**4x6pk Slim Can Case:** QTY 4, 14.13 (in.) x 9.38 (in.) x 6.44 (in.), Volume: 0.49 (cu. in.), Net Weight: 18.66 (lb.), Gross Weight: 20.41 (lb.)

**ITEM NUMBER**  
**6 Pack Slim Can:** PD6361



Wrap, 6x12oz  
Slim Can, Truly  
Classic Lime



Can, 12oz Slim  
Truly Classic  
Lime

**Shelf Life: 6 Months**

# APPENDIX

## WHY THESE FLAVORS IN THE VARIETY PACK?

- This assortment of 4 flavors = 98.3% reach
- Classic Lime – best fit with margarita-style hard seltzer
- Strawberry Hibiscus – strong appeal, over-indexes with female drinkers
- Mango Chili – high uniqueness, over-indexes with Hispanic drinkers
- Watermelon Cucumber – refreshing, high appeal with males and females

## WHY CLASSIC LIME AS THE LEAD STYLE?

- Classic Lime flavor has strong appeal with male and female C-store shoppers.
- As a standalone can/pack, Classic Lime flavor is most representative of a Margarita Style Hard Seltzer and works well across COTs (including On Premise).



## HOW IS THIS PRODUCT SWEETENED?

- These hard seltzers are sweetened with stevia (similar to Truly Lemonade, Iced Tea and Punch) as well as agave nectar.
- The agave in Truly Margarita-Style Hard Seltzer is organic agave nectar from Mexico.
- The stevia level is lower than Truly Punch.

## WHY DOES THIS NOT CONTAIN TEQUILA?

- Truly Margarita-Style hard seltzers are made with agave instead of tequila to offer a more refreshing and sessionable taste profile.
- Agave nectar with the sucrose base allows this product to be distributed and sold in a broader set of retailers and accounts vs. tequila.

## WHY DOES THIS HAVE DIFFERENT NUTRITIONALS THAN OTHER TRULY PACKS?

- These hard seltzers are made with 2% real lime juice.
- Because this is a cocktail-inspired pack, consumers are interested in a slightly higher ABV than typical hard seltzers. That said, low calories is also appealing.
- Through consumer research, we learned that 5.3% ABV and 110 calories is a sweet spot for this product.



## HOW CAN WE POSITION THIS PRODUCT FOR SUCCESS ON PREMISE?

- In order to play up the cocktail occasion without trading down from spirits, present Truly Margarita-Style as Margarita taste without the added calories & sugar (similar to the idea of a skinny marg, but in a can!).
  - E.g. Chili's Margaritas range from 180 cals & 17g sugar on the low side to over 300 cals & 50g sugar. Truly Margarita-Style is much lower in calories and sugar!
- Other benefits: speed of service (serving a can vs. mixing a drink) and sessionability.
- Key accounts: Mexican restaurants, fast casual restaurants (e.g. Chipotle), and accounts without liquor licenses.

