



TRULY VODKA SELTZER PRODUCT DETAILS

From the makers of your favorite hard seltzer comes NEW Truly Vodka Seltzer: 6x distilled vodka, real fruit juice, and premium flavors for an elevated drinking experience. Perfectly balanced for a seltzer that's crisp, clean, and delightfully refreshing.

- **Pack sizes:**

- 8pk Variety Pack, 12oz slim cans
- 8pk Cherry & Lime, 12oz slim cans
- 8pk Blackberry & Lemon (in market mid-Nov)
- 3 x 4pk single style, 12oz slim cans

- **Pricing:** line price with High Noon

- \$17.99-\$19.99 for 8pk
- \$9.99-\$10.99 for 4pk

- **Flavors:**

- Blackberry & Lemon
- Cherry & Lime
- Pineapple & Cranberry
- Peach & Tangerine

- **Product specs:**

- Made with premium vodka & real fruit juice
 - Vodka is 6x distilled & gluten free
- 5% ABV, 110 cal, 2g sugar, 4g carbs, gluten free
- Shelf Life: TBD – min. of 6 months (Julien date coding will be used for launch)



In market: National launch 10/10/2022



SKU PRIORITIES BY COT – 2022

	Indy Off Prem	Chain Off Prem (Large Format)	On Prem
1	8pk Variety Pack	8pk Variety Pack	4pk Blackberry & Lemon
2	4pk Blackberry & Lemon	4pk Blackberry & Lemon	8pk Blackberry & Lemon**
3	8pk Blackberry & Lemon**	8pk Blackberry & Lemon**	8pk Cherry & Lime
4	8pk Cherry & Lime	8pk Cherry & Lime	
5	4pk Cherry & Lime	4pk Cherry & Lime	
6	4pk Pineapple & Cranberry		

*** NEW 8pk Blackberry & Lemon in market mid-November 2022 (exact timing to be confirmed)*

SITUATION/LANDSCAPE



Truly is a **mega brand** in beer and a consistent **innovation leader** in the hard seltzer segment



Beyond Beer growth is coming from the emerging **spirits-based RTD** segment



Truly Vodka Seltzer will extend the Truly brand into the spirit-based seltzer segment with an elevated product that drinkers are **willing to pay more for**.

HOW WE WILL DRIVE INCREMENTAL GROWTH



Targeting a **unique consumer**: higher income, 30+, drinks vodka & RTDs



Appeal to new **drinking occasion** with an elevated yet approachable spirit-based seltzer that is **distinct** to core Truly & High Noon



Merchandise with Spirit-based RTDs / seltzers



Higher **price point** & different **pack sizes** from core Truly

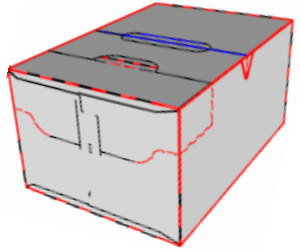


SRS – 8 PACKS

PRODUCT DIMENSIONS

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Vol (cu. _)	Net Weight (lb.)	Gross Weight (lb.)
12oz Slim Can	1	2.26	2.26	6.13	31.31 in.	0.77	0.81
8pk Wrap	8	9.05	4.5	6.19	252.09 in.	6.21	6.59
3 x 8pk Case	3	14.13	9.38	6.44	0.49 ft.	18.62	20.06

Perforated
Fridge Pack



PRODUCT SPECS

STYLE	FINISHED GOOD SKU	UPC	ABV	CALORIES	SUGARS	CARBS
8pk Variety Pack	AP0178	087692 014546	5%	110	2g	4g
8pk Cherry & Lime	AP0478	087692 015215	5%	110	2g	4g
8pk Blackberry & Lemon	AP0778	087692 016403	5%	110	2g	4g

Pallet	Count per tier	Tiers	Total Cases
GMA 48x40	13	8	104

UPCs



Wrap, 8x12oz Sleet,
Truly RTD VP



Tray, VP, 3x8pk 12oz
Sleet



Wrap, 8x12oz Sleet,
Cherry & Lime



Tray, Cherry & Lime,
3x8pk12oz Sleet



Wrap, 8x12oz Sleet,
Blackberry & Lemon



Tray, Blackberry & Lemon,
3x8pk 12oz sleet



SRS – 4 PACKS

PRODUCT DIMENSIONS

Package Type	QTY	Length (in.)	Width (in.)	Height (in.)	Vol (cu. _)	Net Weight (lb.)	Gross Weight (lb.)
12oz Slim Can	1	2.26	2.26	6.13	31.31 in.	0.77	0.81
4pk Wrap	4	4.5	4.5	6.19	125.35 in.	3.1	3.33
6 x 4pk Case	6	14.13	9.38	6.44	0.49 ft.	18.62	20.32

Pallet	Count per tier	Tiers	Total Cases
GMA 48x40	13	8	104

PRODUCT SPECS

STYLE	FINISHED GOOD SKU	UPC	ABV	CALORIES	SUGARS	CARBS
4pk Cherry & Lime	AP044S	087692 014683	5%	110	2g	4g
4pk Blackberry & Lemon	AP074S	087692 014676	5%	110	2g	4g
4pk Pineapple & Cranberry	AP064S	087692 014843	5%	110	2g	4g

UPCs



Blackberry & Lemon
Wrap, 4x12oz Sleek



Tray, Blackberry & Lemon,
6x4pk 12oz sleek



Cherry & Lime
Wrap, 4x12oz Sleek



Tray, Cherry & Lime,
6x4pk 12oz sleek



Pineapple & Cranberry
Wrap, 4x12oz Sleek



Tray, Pineapple &
Cranberry, 6x4pk 12oz sleek



12 OZ CAN UPCs



Blackberry & Lemon
Can, 12oz Sleek



Cherry & Lime
Can, 12oz Sleek



Pineapple & Cranberry
Can, 12oz Sleek



Peach & Tangerine
Can, 12oz Sleek