

TRULY CELEBRATION PACK STYLE RESOURCE SHEET

Tis the season for celebrating, and there’s no better companion for that than the Truly Celebrations Pack!

This limited-edition variety pack features four flavors perfect for throwing rules out the window and turning up this holiday season: **Peach Party**, **Citrus Spark**, **Trusecco Style**, and **Rosé Style**.

Whether you’re hitting the tailgate, the fall formal, the company Christmas party, or anywhere in between, the Celebrations pack has everything you need to kick the party up a notch and take this season to the next level!

Products	TRUSecco Style, Rosé Style, Citrus Spark, Peach Parade
Alcohol	5% ABV
Calories	100
Sugar	1g
In Market	September 1, 2025
Availability	09/01/2025 – 12/29/2025

Hero Statement: It’s Time To Celebrate!

Flavor Profile:

- **Peach Party:** Sweet, juicy flavors reminiscent of a fresh peach, 5% ABV
- **Citrus Spark:** Freshly squeezed orange balanced with a slight sweetness, 5% ABV
- **Trusecco Style:** Inspired by Prosecco, this seltzer is floral, fruity, and fun, 5% ABV
- **Rose Style:** This peach – bringing goes, 5% ABV

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TRULY CELEBRATION PACK DETAILS

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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 total cases
24pk Slim Can Wrap	24	13.65	9.10	6.13	19.55	13 cases/layer, 8 layers high, 104 cases
30pk Slim Can Wrap	30	13.63	11.25	6.19	24.40	11 cases/layer, 7 layers high, 77 cases

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Winter LTO VP 2x12pk Tray	PD5673AT	087692013181		6 Months
Truly Winter LTO VP 12pk Wrap		087692012825		
Truly TRUSecco Style12oz Slim Can	PD3D7706	087692022534		
Truly Rosé Style 12oz Slim Can	PD137706	087692007838		
Truly Citrus Spark 12oz Slim Can	PD3G7706	087692020547		
Truly Peach Parade 12oz Slim Can	PD3H7706	087692020554		
Truly Winter LTO VP 24pk Wrap	PD5676A1	087692019022		
Truly Winter LTO VP 30pk Wrap	PD5635A1	087692019039		

Nutritional Info - 12oz

Flavor	Serving size	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
TRUSecco Style	12oz	100	0g	0mg	30mg	3g	0g	1g	1g	0g	0mcg	0mg	0mg	0mg
Rosé Style	12oz	100	0g	0mg	45mg	2g	0g	1g	1g	0g	0mcg	0mg	0mg	0mg
Citrus Spark	12oz	100	0g	0mg	45mg	3g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg
Peach Parade	12oz	100	0g	0mg	45mg	3g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg

UPCs



Tray, 2x12pk 12oz Slim Can, Truly Winter LTO VP



Can, 12oz Slim can, Truly TRUSecco Style



Can, 12oz Slim Can, Truly Citrus Spark



Wrap, 24x12oz Slim Can, Truly Winter LTO VP



Wrap, 12x12oz Slim Can, Truly Winter LTO VP



Can, 12oz Slim Can, Truly Rosé Style



Can, 12oz Slim Can, Truly Peach Parade



Wrap, 30x12oz Slim Can, Truly Winter LTO VP

TRULY CELEBRATIONS PACK – PALLET VIEW

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24pk



30pk



TRULY CELEBRATIONS PACK – KEY DATES

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12pk In-Market 9/1/2025



Club Packs In-Market 10/1/2025

All Out-Of-Market 12/29/2025