

TRULY TRULY GETAWAY PACK LTO STYLE RESOURCE SHEET

Introducing the **NEW Truly Getaway Pack!** Experience the world through flavors inspired by tropical paradise, arctic tundra, desert heat, and fresh mountain tops. Each sip is a passport to an extraordinary new taste adventure, offering a light and refreshing escape from reality. Pick up the **Truly Getaway Pack** today!

This brand-new variety pack features four flavors: **Tropic Like It's Hot, Arctic Berry, Mountain Pear-adise and Desert Orange**, which will all take your palate to places it's never dreamed of.

Let the **Truly Getaway Pack** transport you across the globe... without having to leave your couch.

Hero Statement:

- Adventurous & Unique

Flavor Profile:

- Fresh, tart and fruity flavors paired with refreshing hard seltzer and made with real fruit juice from concentrate.

Products	Getaway Pack: Tropic Like It's Hot, Arctic Berry, Mountain Pear-adise and Desert Orange
Alcohol	5% ABV
% Juice	1-2% (Depends on flavor)
Calories	110
Sugar	2g
In Market	December 18th, 2023 – April 30 th , 2024
Availability	Limited Edition



TRULY GETAWAY PACK SWEEPS DETAILS

Sweepstakes Details:

- **5-day / 4-night stay** to 1 location based on a flavor in the Getaway Pack
- **(4) total Grand Prize winners**
 - Each winner gifted \$1,000 for T&E
- **Promotion period:** 12/18/23 – 04/30/24

Method of Entry(ies):

1. On pack through QR scan to Flowcode
2. On Truly IG through engagement on our post (like, comment and/or share)



FLORIDA KEYS

Tropic Like It's Hot

Creamy pineapple and juicy guava with subtle vanilla and papaya notes



ANCHORAGE, ALASKA

Arctic Berry

Icy blueberry-forward with a fresh raspberry note for a balanced mixed berry profile



ASPEN, CO

Mountain Pear-adise

Balanced ripe bartlett pear with fresh green apple



PALM SPRINGS, CA

Desert Orange

Complex orange with unique top notes like prickly pear and dragon fruit

TRULY TRULY GETAWAY PACK LTO 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 total cases

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Tropic Like It's Hot 12oz Slim Can		087692018278		6 months
Truly Arctic Berry 12oz Slim Can		087692018247		
Truly Mountain Pear-adise 12oz Slim Can		087692018261		
Truly Desert Orange 12oz Slim Can		087692018254		
Truly Getaway 12pk Wrap	PD1C73JT	087692012825		
Truly Getaway 12pk Tray				

Nutritional Info

Flavor	Serving size	% Juice	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Tropic Like It's Hot	12oz	1%	110	0g	0mg	45mg (2%)	4g (1%)	0g	2g	1g (2%)	0g	0mcg	0mg	0mg	0mg
Arctic Berry	12oz	2%	110	0g	0mg	45mg (2%)	3g (1%)	0g	2g	1g (2%)	0g	0mcg	0mg	0mg	0mg
Mountain Pear-adise	12oz	2%	110	0g	0mg	45mg (2%)	3g (1%)	0g	2g	1g (2%)	0g	0mcg	0mg	0mg	0mg
Desert Orange	12oz	1%	110	0g	0mg	45mg (2%)	4g (1%)	0g	2g	1g (2%)	0g	0mcg	0mg	0mg	0mg

UPCs



0 87692 01827 8

Can, 12oz Slim Can,
Truly Tropic Like It's Hot



0 87692 01824 7

Can, 12oz Slim Can,
Truly Arctic Berry



0 87692 01826 1

Can, 12oz Slim Can,
Truly Mountain Pear-adise



0 87692 01825 4

Can, 12oz Slim Can,
Truly Desert Orange



0 87692 01282 5

Wrap, 12x12oz
Slim Can, Truly
LTO VP