

TRULY LEMONADE STYLE RESOURCE SHEET

TRULY

The **Truly Lemonade Variety Pack** features a perfect mix of sweet and tart lemonade and seltzer. This pack has four delicious tropical and berry lemonade flavors

This pack includes **Original Lemonade, Strawberry Lemonade**, and also brings back fan-favorite **Black Cherry Lemonade** plus a new sweet treat in **Tropical Lemonade**.

These flavors will not include fruit juice, making for a lighter, more balanced drinking experience.

Products	Original Lemonade, Strawberry Lemonade, Black Cherry Lemonade, Tropical Lemonade
Alcohol	5% ABV
Calories	100
Sugar	1g
In Market	April 28, 2025
Availability	Available Year-Round

Hero Statement:
Sweet & Tart

Flavor Profile:

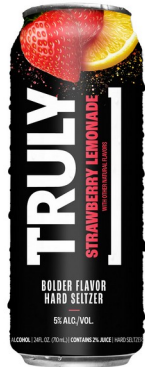
- Fresh, tart, and fruity flavors paired with refreshing hard seltzer.



Variety Pack



Single Flavor 6pk



24oz Single Serve



16oz Single Serve

TRULY LEMONADE PACK DETAILS

TRULY

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	-
2x12pk Slim Can Tray	24/2	14.13	9.38	6.44	20.0	13 cases/layer, 8 layers high, 104 total cases
6pk Slim Can Wrap	6	7.31	4.94	9.1	5.01	-
4x6pk Slim Can Tray	24/2	15.44	10.31	9.63	20.77	13 cases/layer 8 layers high (104 total cases)

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Strawberry Lemonade 12oz Slim Can	PD2777MB	087692010104		6 Months
Truly Original Lemonade 12oz Slim Can	PD2177MB	087692010098		
Truly Black Cherry Lemonade 12oz Slim Can	PD2877MB	087692010111		
Truly Tropical Lemonade 12oz Slim Can	PD4A77MB	087692021858		
Truly Lemonade 12pk VP Wrap		087692009917		
Truly Lemonade 12pk VP Tray	PD2573AT	087692009924		
Truly Strawberry Lemonade 6pk Wrap		087692011699		
Truly Strawberry Lemonade 6pk Tray	PD2761AT			

Nutritional Info

Flavor	Serving size	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Original Lemonade	12oz	100	0g	0mg	80mg (3%)	3g (1%)	0g	1g	<1g (2%)	0g	0mcg	0mg	0mg	0mg
Strawberry Lemonade	12oz	100	0g	0mg	80mg (3%)	3g (1%)	0g	1g	<1g(2%)	0g	0mcg	0mg	0mg	0mg
Black Cherry Lemonade	12oz	100	0g	0mg	45mg (3%)	3g (1%)	0g	1g	<1g (2%)	0g	0mcg	0mg	0mg	0mg
Tropical Lemonade	12oz	100	0g	0mg	80mg (3%)	3g (1%)	0g	1g	<1g (2%)	0g	0mcg	0mg	0mg	0mg

UPCs



Tray, 2x12pk 12oz
Slim Can, Truly
Lemonade VP



Wrap, 12x12oz Slim
Can, Truly
Lemonade VP



Can, 12oz Slim can,
Truly Original
Lemonade



Can, 12oz Slim Can,
Truly Strawberry
Lemonade



Can, 12oz Slim Can,
Truly Black Cherry
Lemonade



Can, 12oz Slim Can,
Truly Tropical
Lemonade



Wrap, 6x12oz Slim
Can, Truly Strawberry
Lemonade

TRULY LEMONADE SINGLE SERVES

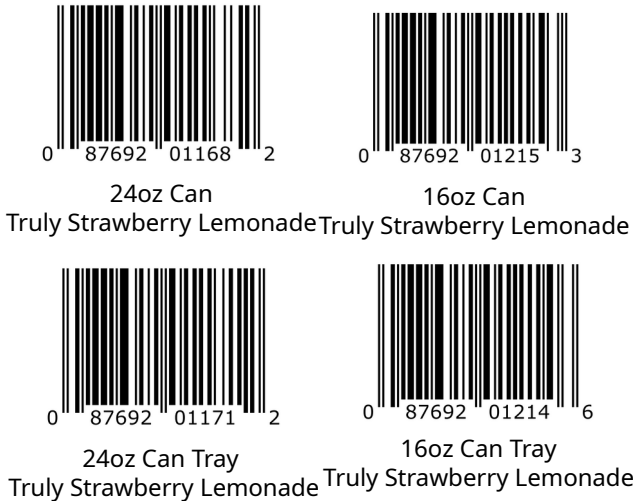
TRULY

Product Dimensions

	QTY	Length (in)	Width (in)	Height (in)	Gross Weight (lb.)	Pallet Info
16oz Can	1	2.6	2.6	6.19	1.07	-
24oz Can	1	2.88	2.88	7.7	1.60	-
24x16oz Can Tray	24	16.13	10.81	5.06	26.09	10 cases/layer 6 layers high (60 total CEs)
12x24oz Can Tray	12	11.81	9.19	7.81	19.56	17 cases/layer 6 layers high (102 total CEs)

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Strawberry Lemonade 24oz Can		087692011682		6 Months
Truly Strawberry Lemonade 24oz Tray	PD2573AT	087692011712		
Truly Strawberry Lemonade 16oz Can	PD2724JT	087692012153		
Truly Strawberry Lemonade 16oz Tray	PD2724AT	087692012146		



Nutritional Info

Flavor	Servin g Size	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added Sugars	Protein	Vitamin D	Calcium	Iron	Potassiu m
Strawberry Lemonade	24oz	210	0g	0mg	160mg (7%)	6g (2%)	0g	2g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Strawberry Lemonade	16oz	140	0g	0mg	105mg (5%)	5g (2%)	0g	2g	<1g (0%)	0g	0mcg	0mg	0mg	0mg