

TRULY TRULY PARTY PACK STYLE RESOURCE SHEET

Introducing the **NEW! Truly Party Pack** - a new variety pack that combines all our most popular flavors into one convenient 12pk. We know how tough it is to buy alcohol for a crowd, so Truly just made your job a whole lot easier.

This brand-new variety pack features four classic, fan-favorite flavors: **Watermelon, Citrus Squeeze, Pineapple and NEW Raspberry!**

With a flavor for everyone, the **Truly Party Pack** takes the second guessing out of your shopping trip. Pick up this exciting new VP for your friends and family and get the party started. (Just text us an invite first...)

Products	Party Pack: Watermelon, Citrus Squeeze, Raspberry and Pineapple
Alcohol	5% ABV
% Juice	2%
Calories	100
Sugar	1g
In Market	January 1st, 2024
Availability	Year-Round

Hero Statement:

- Energetic & Lively

Flavor Profile:

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



TRULY TRULY PARTY PACK 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 Watermelon 12oz Slim Can		087692009900		6 months
Truly Citrus Squeeze 12oz Slim Can		087692011842		
Truly Raspberry 12oz Slim Can		087692018520		
Truly Pineapple 12oz Slim Can		087692008293		
Truly Party Pack 12pk Wrap	PD2F73AT	087692018506		
Truly Party Pack 12pk Tray				

Nutritional Info

Flavor	Serving size	% Juice	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Watermelon	12oz	1%	100	0g	0mg	30mg (1%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Citrus Squeeze	12oz	2%	100	0g	0mg	55mg (2%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Raspberry	12oz	1%	100	0g	0mg	35mg (2%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Pineapple	12oz	1%	100	0g	0mg	35mg (2%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg

UPCs



Can, 12oz Slim Can, Truly Watermelon Can, 12oz Slim Can, Truly Citrus Squeeze



Can, 12oz Slim Can, Truly Raspberry Can, 12oz Slim Can, Truly Pineapple



Wrap, 12x12oz Slim Can, Truly VP