



TRULY VODKA SODA BLACKBERRY & LEMON 4PK – REFRESH

From the makers of your favorite hard seltzer comes Truly Vodka Soda: 6x distilled vodka, real fruit juice, and premium flavors for a delightfully refreshing drinking experience. Blackberry & Lemon delivers juicy blackberry flavor that's perfectly balanced with zesty lemon for a crisp, clean finish.

- **Pack size:** 4 Pack, 12oz slim cans
- **Pricing:** line price with TVS 4pks (\$9.99-\$10.99)
- **Flavors:** (4) Blackberry & Lemon
- **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: 12 months



New packaging in market: May 2023



SRS – TVS BLACKBERRY & LEMON 4 PACK

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 Blackberry & Lemon	AP074S	087692 014676	5%	110	2g	4g



UPCs



Wrap, Blackberry & Lemon, 4x12oz Sleek



Tray, Blackberry & Lemon, 6x4pk 12oz sleek



Can, Blackberry & Lemon, 12oz Sleek

2023 TVS SKU PRIORITY BY COT

Liquor A/B Accounts		Liquor C Accounts
Priority	SKU	SKU
1	8pk Twist VP	4pk Mango
2	8pk Classic VP	4pk Blackberry Lemon
3	4pk Mango	8pk Twist VP
4	4pk Blackberry Lemon	8pk Classic VP
5	8pk Paradise VP	8pk Paradise VP

Large Format	
Priority	SKU
1	8pk Twist VP
2	8pk Classic VP
3	8pk Paradise VP
4	4pk Mango
5	4pk Blackberry Lemon

On-Premise	
Priority	SKU
1	Mango
2	Blackberry Lemon