

TRULY TRULY UNRULY STYLE RESOURCE SHEET

Introducing the **NEW! Truly Unruly Variety Pack**, which features four turned up 8% ABV flavors: **Tropical Twist, Berry Blast, Citrus Crush and Strawberry Smash!**

Whoever said "nothing good happens after dark" clearly hasn't tried **Truly Unruly**. Think of it as the cooler cousin of everyone's favorite hard seltzer – sure, it's got the family genes (refreshment, light flavor, 12 fluid ounces), but that's where the similarities stop. It's turned up to 8% and is always ready to bring the fun! **Truly Unruly** is the rare drink that keeps you on your toes (not in your seat).

Truly Unruly breaks the rules of what a high alcohol seltzer can taste like: because it *actually tastes GOOD!*

Products	Truly Unruly VP: Tropical Twist, Berry Blast, Citrus Crush, Strawberry Smash
Alcohol	8% ABV
% Juice	4-8%
Calories	180
Sugar	4g
In Market	March 4 th , 2024
Availability	Year-Round

Hero Statement:

- Turned up Refreshment

Flavor Profile:

- A High ABV Seltzer VP with fresh, tart and fruity flavors. No Stevia.



TRULY TRULY UNRULY 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 Tropical Twist 12oz Slim Can		087692019251		6 months
Truly Berry Blast 12oz Slim Can		087692019220		
Truly Citrus Crush 12oz Slim Can		087692019237		
Truly Strawberry Smash 12oz Slim Can		087692019244		
Truly Unruly 12pk Wrap	PD2R73AT	087692019046		
Truly Unruly 12pk Tray		087692019053		
Truly Tropical Twist 16oz Can	PD2S24AT	087692019282		
Truly Strawberry Smash 16oz Can	PD2W24AT	087692019435		

Nutritional Info

Flavor	Serving size	% Juice	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Tropical Twist	12oz	8%	180	0g	0mg	65mg (3%)	7g (3%)	0g	4g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Berry Blast	12oz	4%	180	0g	0mg	65mg (3%)	7g (3%)	0g	4g	3g (6%)	0g	0mcg	0mg	0mg	0mg
Citrus Crush	12oz	8%	180	0g	0mg	65mg (3%)	7g (3%)	0g	4g	2g (4%)	0g	0mcg	0mg	0mg	0mg
Strawberry Smash	12oz	4%	180	0g	0mg	65mg (3%)	7g (3%)	0g	4g	4g (8%)	0g	0mcg	0mg	0mg	0mg

UPCs



0 87692 01925 1

Can, 12oz Slim Can, Truly Tropical Twist



0 87692 01922 0

Can, 12oz Slim Can, Truly Berry Blast



0 87692 01923 7

Can, 12oz Slim Can, Truly Citrus Crush



0 87692 01924 4

Can, 12oz Slim Can, Truly Strawberry Smash



0 87692 01943 5

Can, 16oz Slim Can, Truly Strawberry Smash



0 87692 01928 2

Can, 16oz Slim Can, Truly Tropical Twist



0 87692 01904 6

Wrap, 12x12oz Slim Can, Truly Unruly VP



0 87692 01905 3

Tray, 12x12pk SLK, Truly Unruly VP

TRULY TRULY UNRULY – 16OZ SINGLES & PRIORITIES

Style/Product	Truly Unruly Hard Seltzer
Description	Truly's new 8% hard seltzers are for drinkers who want a bigger punch without a compromise on taste. A high ABV seltzer that <i>actually tastes good</i> – Truly Unruly is redefining the rules.
Pack Size	16oz Singles (Tropical Twist & Strawberry Smash)
Product Info	- Year round; national 8% ABV
Reasons to Believe	Portfolio optimization study identified High ABV as the #1 most incremental pack Truly can bring to the segment and qualitative testing validates the study.
Launch Timing	3/4/2024
Pricing	Line priced with existing 16oz



SINGLES PRIORITIES	
1	Wild Berry 16/24oz
2	Citrus Squeeze 16/24oz
3	Strawberry Lemonade 16/24oz
4	Pineapple 16/24oz
High Unruly 16oz Singles	
5	(1) Tropical Twist (2) Strawberry Smash
6	Fruit Punch 24oz