

TRULY UNRULY LEMONADE STYLE RESOURCE SHEET

TRULY

Truly is back with something bigger and bolder than ever... Introducing the **NEW! Truly Unruly Lemonade Variety Pack**, featuring four leveled-up lemonade flavors, all with 8% ABV (names TBD).

What happens when you take everyone’s favorite summer drink — lemonade — and supercharge it with a kick of high-ABV fun? You get **Truly Unruly Lemonade**. This new seltzer is 50% delicious, 50% crazy, and **100% a damn good time**. Now that’s what we call a recipe for success. Crack into one of the four delicious flavors today and experience **Unruly** for yourself.

Truly Unruly Lemonade: The delicious lemonade flavors you love, now packing a high-alc punch. **Let’s get Unruly!**

Hero Statement:
With four new styles of turned up and tangy fun, Truly Unruly Lemonade is here to take things up a notch without all the extra sugar and calories. Who knew you could fit this much fun, flavor, and refreshment into one case of hard seltzer? Well, we did of course!

- Flavor Profile:**
- A High ABV Lemonade VP with fresh, tart and fruity flavors.

Products	Truly Unruly VP: Bumpin’ Blue Razz, “OG” Original, Punched-Up Pineapple, Wild Pink
Alcohol	8% ABV
Calories (12oz)	160
Sugar (12oz)	1g
In Market	April 1, 2025
Availability	Year-Round



TRULY UNRULY LEMONADE 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	-
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
Unruly Lemonade Bumpin' Blue Razz 12oz Slim Can	PD4C77MB	087692022169		6 months
Unruly Lemonade "OG" Original 12oz Slim Can	PD4D77MB	087692022176		
Unruly Lemonade Punched-Up Pineapple 12oz Slim Can	PD4E77MB	087692022190		
Unruly Lemonade Wild Pink 12oz Slim Can	PD4F77MB	087692022183		
Truly Unruly Lemonade 12pk Wrap		087692021995		
Truly Unruly Lemonade 12pk Tray	PD4G73AT	087692022213		
Truly Unruly Lemonade Bumpin' Blue Razz 24oz Can		087692021988		
Truly Unruly Lemonade Bumpin' Blue Razz 24oz Tray	PD4C53AT	087692022206		

Nutritional Info – 12oz

Flavor	Serving size	% Juice	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Berserk Blue Razz	12oz	<1%	160	0g	0mg	105mg	4g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg
Electric Original	12oz	<1%	160	0g	0mg	105mg	4g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg
Turbo Tropical	12oz	<1%	160	0g	0mg	105mg	4g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg
Poppin' Pink	12oz	<1%	160	0g	0mg	105mg	4g	0g	1g	<1g	0g	0mcg	0mg	0mg	0mg
24oz can	24oz	<1%	330	0g	0mg	210mg	9g	0g	2g	2g	0g	0mcg	0mg	0mg	0mg

UPCs



Wrap, 12x12oz Slim Can, Truly Unruly Lemonade VP



Can, 12oz Slick Can, Truly Unruly Bumpin' Blue Razz Lemonade



Can, 12oz Slick Can, Truly Unruly "OG" Original Lemonade



Can, 12oz Slick Can, Truly Unruly Wild Pink Lemonade



Can, 12oz Slick Can, Truly Unruly Punched-Up Pineapple



Tray, 2x12pk VP, Truly Unruly Lemonade VP



Tray, 12x24oz Can, Truly Unruly Bumpin' Blue Razz Lemonade



Can, 24oz Can, Truly Unruly Bumpin' Blue Razz Lemonade