

TRULY[®] HARD SELTZER

TRULY WILD BERRY

Truly Wild Berry is bursting with a mix of juicy berry flavors of strawberry, blueberry, and blackberry with real fruit juice. This style of Truly is the perfect addition to bring to any get-together with friends or family.

Alcohol	5% ABV
% Juice	2% Real Fruit Juice from Concentrate
Calories	100
Sugar	1g
In Market	8/15 – All existing SKUs (soft transition) 10/3 – NEW 12pk
Availability	Year-Round

Hero Statement: Juicy & Light

Flavor Profile: Hint of Flavor with Real Fruit Juice from Concentrate

Product Images





WILD BERRY 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	-
16oz Can	1	2.6	2.6	6.19	1.07	-
24oz Can	1	2.88	2.88	7.7	1.60	-
6pk Slim Can Wrap	6	7.31	4.94	9.1	5.01	-
12oz Slim Can/6pk Tray	24/4	15.44	10.31	9.63	20.77	13 cases/layer, 8 layers high (104 total cases)
12oz Slim Can/24pk Loose	24	14.13	9.38	6.44	19.67	
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
16oz Can Tray	24	16.13	10.81	5.06	26.09	10 cases/layer, 6 layers high 60 total cases
24oz Can Tray	12	11.81	9.19	7.81	19.56	17 cases/layer, 6 layers high 102 total cases
1/2 bbl keg	1	10.94	10.94	23.25	56.33	12 kegs/layer, 2 layers high
1/6 bbl keg	1	15.55	15.55	23.25	159.54	4 kegs/layer, 3 layers high

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Wild Berry 12oz Slim Can	-	087692006770	-	6 months
Truly Wild Berry 16oz	PD0824	087692007296	2 for \$4/\$5	
Truly Wild Berry 24oz	PD0853	087692009511	2 for \$6/\$7	
Truly Wild Berry 6pk (12oz Slim Can)	PD0861	087692006787	\$9.99-\$11.49	
Truly Wild Berry 12pk	PD0873	087692015451	\$17.99-\$20.99	
Truly Wild Berry 24 Loose (12oz) – Airline Only	PD0875	087682011262	-	
Truly Wild Berry 16oz Tray	-	087692007609	-	
Truly Wild Berry 24oz Tray	-	087692009528	-	
Truly Wild Berry 1/2 bbl keg	PD0890	-	-	
Truly Wild Berry 1/6 bbl keg	PD0860	-	-	

Nutritional Info

Flavor	Serving size	% Juice	Calories	Fat	Cholesterol	Sodium	Carbs	Fiber	Sugar	Added sugars	Protein	Vitamin D	Calcium	Iron	Potassium
Wild Berry	12oz	2%	100	0g	0mg	30mg (1%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
	16oz		140	0g	0mg	40mg (2%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
	24oz		210	0g	0mg	65mg (3%)	5g (2%)	0g	2g	<1g (0%)	0g	0mcg	0mg	0mg	0mg



12oz Slim Can
Truly Wild Berry



16oz Can
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24oz Can
Truly Wild Berry



6pk 12oz Slim Can
Truly Wild Berry



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16oz Can
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24oz Can
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6pk 12oz Slim Can
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