



TRULY EXTRA HARD SELTZER 16OZ CANS

Truly EXTRA Hard Seltzer is a refreshing and flavorful hard seltzer with 8% alc./vol. for an extra kick! Made with bold fruit flavors, a hint of real fruit juice, and only 1g sugar.



Product Offerings & Availability:

- Extra Pineapple Orange Punch 16oz can – in market 2/1/22
 - *NEW* – replacing Peach Mango 16oz (same UPC)
- Extra Berry Blast 16oz can – in market 3/1/22
 - *REFRESH* – of Black Raspberry 16oz; mix of blackberry, raspberry, and blueberry flavors (same UPC)

Nutritionals per 16oz serving: 8% Alc./Vol., 1g sugar, 220 calories, Gluten Free, 4g carbs

Pricing: Line price with existing Truly 16oz

Drinker Target: Male, C-Store shoppers, multicultural, value-seekers

Opportunity: Offers more for less; ideal for on-the-go and high energy/turn up occasions; more refreshing and “better for you” alternative to existing sugary, heavy high ABV FMB options

Shelf Life: 6 months



TRULY EXTRA HARD SELTZER 16OZ CANS



ITEM NUMBER (SKU)
16oz Extra Pineapple
Orange Punch 24pk LSE
Cans: PD6124

NEW SKU#



ITEM NUMBER (SKU)
16oz Extra Berry Blast
24pk LSE Cans:
PD8724

NEW SKU#

Product Dimensions

16oz Can: W 2.60 (in.) x D 2.60 (in.) x H 6.19 (in.), Volume: 41.83 (cu. in.),
Net Weight: 1.04 (lb.), Gross Weight: 1.07 (lb.)

24pk Loose Tray: QTY 24, Length 15.94 (in.) x Width 10.69 (in.) x Height
6.31 (in.), Volume: 0.62 (cu.ft.), Net Weight: 24.89 (lb.), Gross Weight:
26.10 (lb.)



Truly Extra Pineapple
Orange Punch
16oz Can

SAME UPC AS EXTRA PEACH MANGO



Truly Extra Pineapple
Orange Punch
16oz Tray, 24pk LSE



Truly Extra Berry Blast
16oz Can

SAME UPC AS EXTRA BLACK RASPBERRY



Truly Extra Berry Blast
16oz Tray, 24pk LSE