



TRULY FRUIT PUNCH HARD SELTZER 24OZ CAN



Truly Fruit Punch provides an explosion of fruit flavor while still having the light, crisp, and refreshing finish that Truly is known for. The combination of juicy apple, sweet cherry, and tangy orange creates the perfect trifecta of fruitiness, sweetness, and sour that will leave you reaching for your next can.

Pack Size: 24oz can

Nutritionals: 5% ABV, 210 calories, 1g sugar, Gluten Free

Pricing: Line priced with Truly 24oz cans

Shelf Life: 6 months

Availability: 5/31/21 (National, Year-Round)

TRULY PUNCH IS VERY APPEALING TO CONSUMERS

- ✓ APPEAL: **88%**
- ✓ UNIQUENESS: **70%**
- ✓ PURCHASE INTENT: **78%**
- ✓ FIT WITH TRULY BRAND: **89%**



“Really fruity and a lot of flavor”



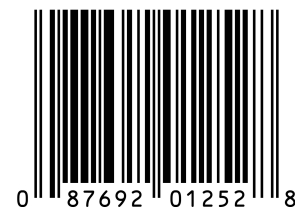
“This brings me so much joy. I could drink 1-2 everyday!”

FRUIT PUNCH IS THE PREFERRED STYLE

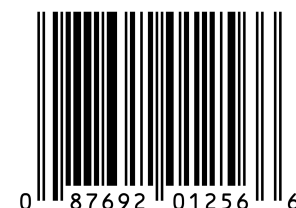
- Fruit Punch flavor scored the **highest** for the Truly Punch concept and was liked most by consumers during product testing
- Fruit Punch is the **#1** non-alc punch flavor and **#1** sports drink flavor. Fruit Punch sports drinkers were **+19.4%** in 2020



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Can, 24oz,
Truly Fruit Punch



Tray, 24oz Can,
Truly Fruit Punch

ITEM NUMBER (SKU): PD455301

Product	24oz Can: W 2.88 (in.) x D 2.88 (in.) x H 7.70 (in.); Volume 63.87 (cu. in.); Net Weight 1.56 (lb.); Gross Weight 1.60 (lb.)
Dimensions	12pk Loose Tray: QTY 12; Length 11.81 (in.) x Width 9.19 (in.) x Height 7.81 (in.); Volume 0.49 (cu. ft.); Net Weight 18.66 (lb.); Gross Weight 19.56 (lb.)