



TRULY MARGARITA STYLE HARD SELTZER – CLASSIC LIME

*A new line of Truly Hard Seltzers inspired by margarita cocktails.
Offering a crisp, refreshing hard seltzer taste paired with bold, zesty margarita-inspired flavors.*

AVAILABILITY: Jan 1, 2022

PACK SIZE: 6pk 12oz, 24oz Single Serve

MARGARITA-INSPIRED FLAVOR: Classic Lime

NUTRITIONALS: 5.3% ABV, Gluten Free

- 6pk 12oz cans: 110 calories, 1g sugar, 3g carbs
- 24oz cans: 220 calories, 1g sugar, 7g carbs

RTBS: Made with real lime juice, agave and sea salt

PRICING: Line price with existing Truly 6pk/24oz

DRINKER TARGET: Cocktail/Spirits drinkers looking for refreshing, “better-for-you” & convenient alternatives; index with Hispanic drinkers.

OPPORTUNITY: Capitalize on popularity of margarita cocktails and tequila/agave-inspired drinks; satisfy cocktail occasion with more complex yet refreshing taste profile.





CLASSIC LIME MARGARITA STYLE HARD SELTZER SRS

24OZ CLASSIC LIME MARGARITA STYLE



Product Dimensions

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.)

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.)

ITEM NUMBER
24oz Can: PD6353



Can, 24oz Truly
Classic Lime



Tray, 12x24oz
Can Truly
Classic Lime

6PK CLASSIC LIME MARGARITA STYLE



Product Dimensions

6pk Slim Can Wrap: QTY 6, 6.75 (in.) x 4.45 (in.) x 6.13 (in.), Volume: 184.04 (cu. in.), Net Weight: 4.67 (lb.), Gross Weight: 5.03 (lb.)

4x6pk Slim Can Case: QTY 4, 14.13 (in.) x 9.38 (in.) x 6.44 (in.), Volume: 0.49 (cu. in.), Net Weight: 18.66 (lb.), Gross Weight: 20.41 (lb.)

ITEM NUMBER
6 Pack Slim Can: PD6361



Wrap, 6x12oz
Slim Can, Truly
Classic Lime



Can, 12oz Slim
Truly Classic
Lime

Shelf Life: 6 Months