



NEW TRULY LEMONADE FREEZE POPS!

New Truly Lemonade Freeze Pops are a new, surprisingly fun way to enjoy the delicious refreshment of Truly Hard Seltzer!



Packaging clearly communicates **21+ CONTAINS ALCOHOL** & instructs consumers to **freeze before enjoying**.



Pack Sizes:

- Freeze pop sleeve: 100mL = ~3.4oz
- Sell unit: 12 pop sleeves (variety pack)
- Display-ready shipper carton: 6 x 12pks
- Full Pallet: 72 shippers

Flavors:

- Original Lemonade
- Strawberry Lemonade
- Mango Lemonade

Nutritionals: 5% alc./vol., 80 calories, 12g sugar per sleeve, Gluten Free

Availability: Summer 2021 LTO

- In market 6/21 (ship dates vary by wholesaler)
- One-time drop; via allocation
- **Select markets only**

Pricing: line price PTC with Truly 12pks

Merchandising: pops will be shipped & merchandised warm/unfrozen; mostly pallet drops

Shelf Life: 1 Year



CONSUMERS ARE EXCITED ABOUT TRULY FREEZE POPS

BUILDING OFF HUGE SUCCESS OF TRULY LEMONADE HARD SELTZER

In its first year in market, Truly Lemonade soared up to **10%** share of hard seltzer and became Truly's **top selling** variety pack¹

"I was really excited because I love Truly... I love the lemonades."

TO BRING NEW NEWS AND NOVELTY TO DRINKERS THIS SUMMER

"I'm a sucker for different & new things so I would definitely be attracted to these."

"Refreshing, cooling, tasty, sweet, cold, like summer."

MARKET AVAILABILITY

Due to limited supply, Freeze Pops will be available in these select markets for summer 2021. **Please work with your DD/DBL on latest wholesaler list and ship to wholesaler date.**

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- The background of the slide is decorated with images of fresh orange slices and scattered orange zest. One large slice is in the top right corner, another is in the bottom left corner, and a wedge-shaped slice is on the right side. Small specks of orange zest are scattered around these slices.
- California
 - Washington
 - Oregon
 - Nevada
 - Idaho
 - Arizona
 - Colorado
 - Texas
 - Oklahoma
 - Kansas
 - Missouri
 - Louisiana
 - Minnesota
 - Wisconsin
 - Illinois
 - Indiana
 - Ohio
 - Michigan
 - Tennessee
 - Kentucky
 - Florida
 - Georgia
 - Virginia
 - New Jersey
 - New York
 - Pennsylvania



FREEZE POPS PRODUCT SPECS + DIMENSIONS

PRODUCT DIMENSIONS

100 ML POP SLEEVE: WIDTH (IN.) 1.75, DEPTH (IN.) 0.75, HEIGHT (IN.) 11.5, WEIGHT = 3 GRAMS

12 PK SELL UNIT: QTY 12, LENGTH (IN.) 4, WIDTH (IN.) 3.5, HEIGHT (IN.) 11.75, VOLUME (CU. IN.) 164.5 NET WEIGHT (LB.) 2.76, GROSS WEIGHT (LB.) 2.98

SHIPPER CARTON: QTY 6, LENGTH (IN.) 12.88, WIDTH (IN.) 7.75, HEIGHT (IN.) 12.25, VOLUME (CU. FT.) 0.71, NET WEIGHT (LB.) 16.56, GROSS WEIGHT (LB.) 19.09

ITEM NUMBER (SKU6): PD55FP01

UPCS:



12pk Carton



Mother Carton,
6 x 12pk



Sleeve, Truly Original
Lemonade

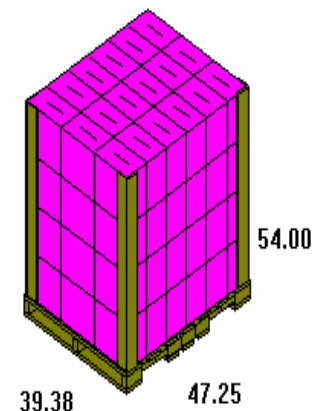


Sleeve, Truly Mango
Lemonade



Sleeve, Truly Strawberry
Lemonade

PALLET SPECS



FULL PALLET (GROCERY PALLET):
SHIPPERS / LAYER 18, LAYERS HIGH 4,
SHIPPERS / PALLET 72

PALLET LENGTH (IN.) 48, PALLET WIDTH (IN.) 40, LENGTH (IN.) 47.25, WIDTH (IN.) 39.38, HEIGHT (IN.) 54, CUBE (CU. FT.) 58.14, GROSS WEIGHT (LB.) 1439.48

6 X 12PK SHIPPER CARTON



- 12pk sell units will ship to retail in 6-ct, branded shipper cartons (pics above are sample only)
- Open shipper carton in store by pulling off top to expose 12pks for shoppers to access

POS

POS available for launch (June):

- Case riser for small displays (TRU286)
- Case easels
- Posters