

TRULY[®] TRULY BERRY VP

HARD SELTZER

The Truly Berry VP is bursting with notes of exotic berry flavors like wild berry, cherry, blueberry and new strawberry lime. There is a juicy berry flavor for everyone.

The 2022 version includes the new flavor Strawberry Lime – tasty strawberry with zesty lime.

Hero Statement: Juicy & Light

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

Product Images

Flavors	Wild Berry, Cherry (renamed Dark Cherry), Blueberry (renamed Blueberry Acai) & NEW Strawberry Lime
% Juice	Varies depending on the flavor (see next slide for more details)
Alcohol	5% ABV
Calories	100
Sugar	1g
In Market	August 15 (soft transition)
Availability	Year-Round





BERRY VP 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	-
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



12oz Slim Can
Truly Wild Berry



12oz Slim Can
Truly Strawberry Lime

Item Numbers

Product	SKU	UPC	PTC	Shelf Life
Truly Wild Berry 12oz Slim Can		087692006770		6 months
Truly Strawberry Lime 12oz Slim Can		087692013150		
Truly Cherry 12oz Slim Can		087692007913		
Truly Blueberry 12oz Slim Can		087692006855		
Berry VP 12pk Wrap	PD1173	087692006862	\$17.99-\$20.99	
Berry VP 12pk Tray		087692007340		



12oz Slim Can
Truly Cherry



12oz Slim Can
Truly Blueberry

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
Strawberry Lime	12oz	2%	100	0g	0mg	30mg (1%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Cherry	12oz	1%	100	0g	0mg	45mg (2%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg
Blueberry	12oz	2%	100	0g	0mg	30mg (1%)	3g (1%)	0g	1g	<1g (0%)	0g	0mcg	0mg	0mg	0mg



Wrap, 12x12oz Slim
Can, Truly Berry VP



Tray, 2x12pk 12oz
Sleek Can,
Truly Berry VP