



# OFF-PREMISE SELL SHEET *TRULY* VODKA SELTZER

## THERE'S VODKA IN THIS!

- From the makers of your favorite hard seltzer comes Truly Vodka Seltzer: 6x distilled vodka, real fruit juice from concentrate, and premium flavors for an elevated drinking experience. Perfectly balanced for a seltzer that's crisp, clean, and delightfully refreshing.



## THE NEXT GROWTH FRONTIER

- Truly is a mega brand in beer and the #1 brand family for hard seltzer innovation.<sup>1</sup>
- Truly Vodka Seltzer will extend the Truly brand into the growing spirit-based seltzer segment with an elevated product that drinkers are willing to pay more for.
- Truly Vodka Seltzer is extremely appealing to drinkers, with 89% claimed purchase intent and 92% uniqueness.<sup>2</sup>
- Truly Vodka Seltzer targets a slightly older, higher income drinker and is expected to be 72% incremental to core Truly Hard Seltzer.<sup>3</sup>

## KEY SELLING ELEMENTS

- Launch will be supported by \$8-10M Integrated Campaign from October 2022 - October 2023 to drive awareness and buzz.
- Merchandise with Spirit RTDs, separate from traditional hard seltzer.
- Line price with High Noon



SOURCES: (1) IRI TOTAL US MULO + CONV THRU 04-24-22. (2) AYTM CUSTOM DRINKER SURVEY, APRIL 2022. (3) NIELSEN IQ BASES STUDY, JULY 2022

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## TRULY® VODKA SELTZER

**Styles:** Blackberry & Lemon (lead style)  
Cherry & Lime  
Pineapple & Cranberry  
Peach & Tangerine

**Pack Sizes Available:** 8PK Variety Pack  
4PK Blackberry & Lemon  
8PK Blackberry & Lemon  
4PK Cherry & Lime  
8PK Cherry & Lime  
4PK Pineapple & Cranberry

**Description:** Made with premium vodka & real fruit juice from concentrate. Vodka is 6x distilled & made in the USA.

**PTC:**

**Availability:** Year-round

**PTR:**

**5% ABV | 2G SUGAR | 110 CALORIES | GLUTEN FREE**

*\*Based on a 12oz serving size*



Wrap, 8x12oz Sleek, TSP  
Truly RTD Variety Pack



Wrap, 8x12oz Sleek, TSP  
Truly Blackberry & Lemon



Wrap, 8x12oz Sleek, TSP  
Truly Cherry&Lime



Wrap, 4x12oz Sleek, TSP Truly  
RTD Blackberry Lemon



Wrap, 4x12oz Sleek, TSP  
Truly RTD Cherry Lime



Wrap, 4x12oz Sleek, TSP Truly  
RTD Pineapple Cranberry

