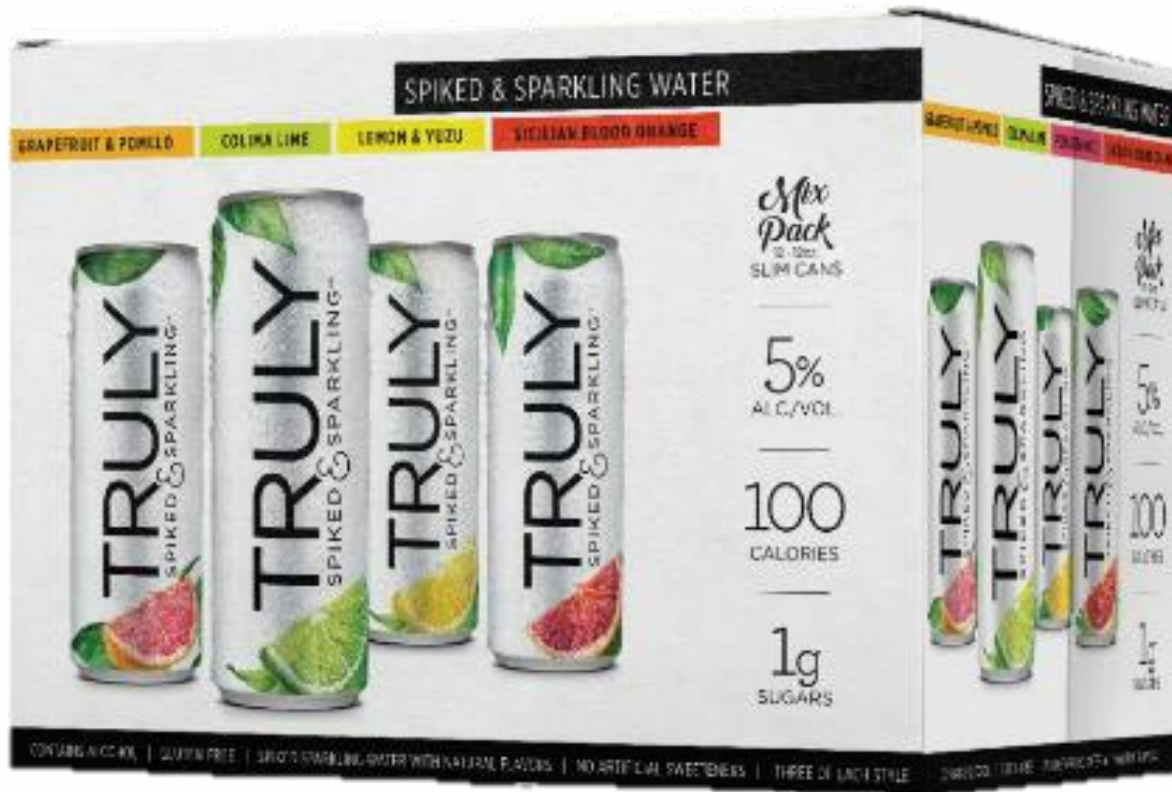


# Truly Spiked & Sparkling 12pk Variety – Slim Can



## Truly Spiked & Sparkling:

- Refreshing like sparkling water, but way more fun!
- Perfect for parties, beach bonfires & for those looking to try all styles

## **New Lineup!** Now, with 4 styles:

- 3 Slim Cans - Colima Lime
- 3 Slim Cans - Grapefruit & Pomelo
- 3 Slim Cans – Sicilian Blood Orange
- 3 Slim Cans – Lemon & Yuzu

**63%**  
of drinkers prefer a  
variety pack that  
has 4 styles vs. 3  
styles.<sup>1</sup>

# Truly Spiked & Sparkling - Style Descriptions

## COLIMA LIME

Delightfully refreshing, with a hint of crisp and refreshing citrus. Inspired by the lime tree studded region of Colima, Mexico.

## GRAPEFRUIT & POMELO

Citrus aroma, followed by tart and tangy notes. Pomelo is a lesser-known citrus fruit that contributes an undercurrent of sweetness to balance the grapefruit.



## LEMON & YUZU

The juicy lemon tartness in this style is complemented by more the fragrant and tarter Yuzu fruit. Inspired by Yuzu, a Japanese citrus fruit which adds a bright citrusy character with notes of lemon.

## SICILIAN BLOOD ORANGE

Hint of citrus from blood orange, a fruit that's less sweet and more complex than a traditional orange. Inspired by the world's best blood oranges which grow in Sicily, Italy.

# Why Truly Spiked & Sparkling?

## GLASS HALF FULL

Truly Spiked & Sparkling owns 40% of the spiked sparkling water volume



Source: IRI, Total US – Food thru week ending 3/26/17

## MAJOR CROSS OVER

Truly Spiked & Sparkling will attract consumers from outside the category through high interaction with Wine & Spirits. This solves for an unmet need in the beer category.

### Truly Spiked & Sparkling Cross Purchasing

**69% Spirits**

**90% Wine**



Source: Nielsen Household Panel data

## ON TREND

Non-alc sparkling water is a multi-billion dollar trend that's continuing to grow. Truly Spiked & Sparkling's styles include 4 of the top 5 fastest growing flavors from the non-alc sparkling water segment.



Source: IRI, 52 week ending 12/27/16



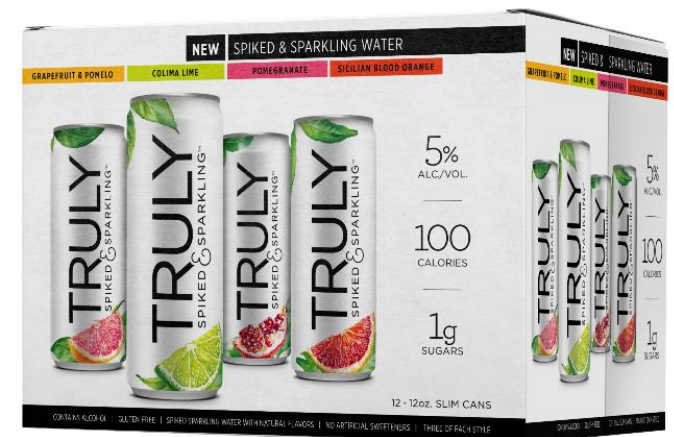
# Truly Summer – Slim Can Season!

- 90% of regular drinkers who plan to drink during summer say they will drink outdoors.
- Most popular outdoor venues for summer drinking are places where glass isn't permitted – perfect for Truly Spiked & Sparkling slim cans!
  - Barbecue (65%)
  - Picnics (43%)
  - Pools (41%)
  - Beaches (39%)
  - Patio Bars (32%)

**75%**  
of Spiked  
Sparkling Water  
Category is cans.<sup>3</sup>

**64%**  
of Truly Spiked & Sparkling  
Drinkers prefer To bring  
**cans for outdoor  
occasions.**<sup>4</sup>

**BBQs (56%), pool  
or beach (48%)** are  
the most popular  
occasions for Truly  
Spiked & Sparkling  
drinkers.<sup>5</sup>



Source: Nielsen 2016, Summer Sipping - 52 weeks ending June 18, 2016.



# Truly Spiked & Sparkling Slim Can Variety Pack

## PRODUCT DIMENSIONS:

**12oz. Slim Can:** Width L-R (in.) 2.26 Depth F-B (in.) 2.26 Height T-B (in.) 6.13 Volume (cu. in.) 31.29 Net Weight (lb.) 0.92 Gross Weight (lb.) .94

**12pk Carrier:** QTY 12 Length (in.) 9.08 Width (in.) 6.75 Height (in.) 6.13 Volume (cu. in.) 375.44 Net Weight (lb.) 10.98 Gross Weight (lb.) 11.42

**2-12 Case:** QTY 2 Length (in.) 14.13 Width (in.) 9.38 Height (in.) 6.44 Volume (cu. ft.) 0.49 Net Weight (lb.) 21.97 Gross Weight (lb.) 23.34

## UPCs:



Truly Spiked & Sparkling  
**Variety Pack**  
12 pack – 12 oz. Slim Cans



Truly Spiked & Sparkling  
**Variety Pack Slim Can Tray**  
UPC not printed on tray



Truly Spiked & Sparkling  
**Colima Lime**  
12 oz. Slim Can



Truly Spiked & Sparkling  
**Grapefruit & Pomelo**  
12 oz. Slim Can



Truly Spiked & Sparkling  
**Sicilian Blood Orange**  
12 oz. Slim Can



Truly Spiked & Sparkling  
**Lemon & Yuzu**  
12 oz. Slim Can