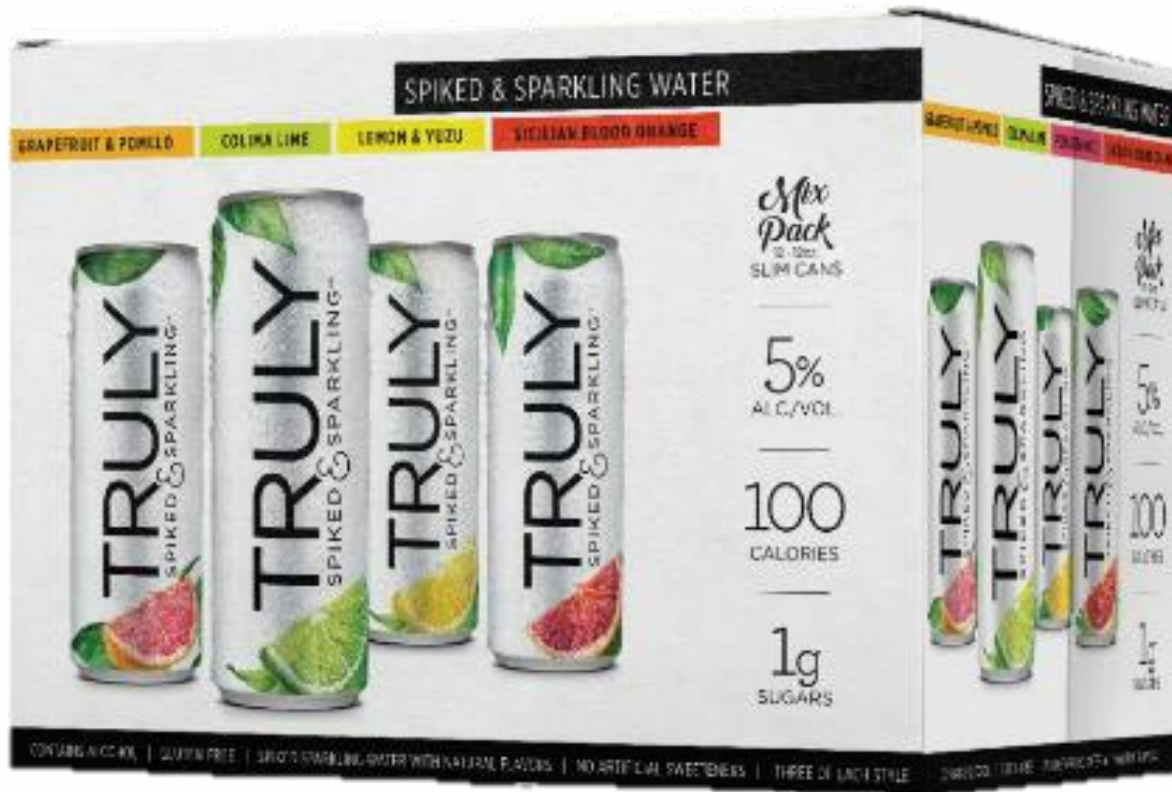


Truly Spiked & Sparkling 12pk Variety – Slim Can



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.¹

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

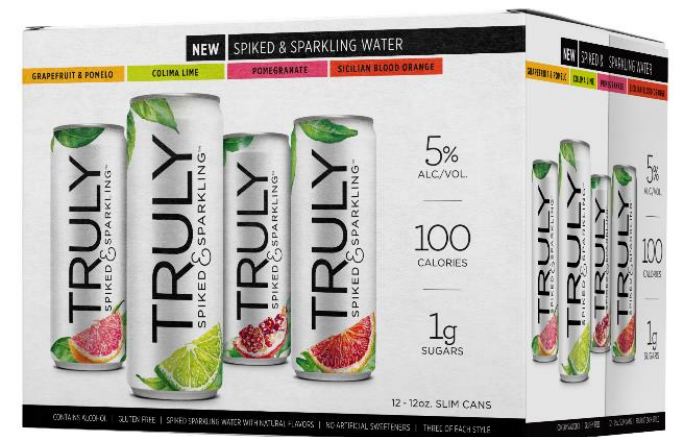
Truly Summer – Slim Can Season!

- 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.³

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

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



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