

TRULY

VODKA

INTRODUCING TRULY VODKA

Leveraging the TRULY brand name and the popularity of hard seltzer, we will be launching a new to world premium vodka – introducing Truly Vodka.

PRODUCT DESCRIPTION

Colorful, flavorful and endlessly interesting, Truly Vodka is a new take on the Truly Hard Seltzer flavors consumers already know and love. Each flavor of Truly Vodka is made from a real cane sugar base (just as Truly Hard Seltzer is) and is under 100 calories per serving. Launching in Strawberry Lemonade, Wild Berry and Pineapple Mango, these flavor-packed vodkas make for a dynamic drinking experience, and a vibrant & refreshing cocktail.

SIZES: 50ml, 375ml, 750ml, 1L (1.75L to follow in May)

FLAVORS: Strawberry Lemonade, Wild Berry, Pineapple Mango

ABV/PROOF: 30% ABV/60 Proof

MSRP: Parity to Deep Eddy

INNOVATION EVOLUTION FROM TRULY HARD SELTZER



TASTING NOTES

Strawberry Lemonade

Sweet, tart lemonade with light strawberry flavor

Wild Berry Vodka

Blend of raspberry, blackberry and strawberry flavors

Pineapple Mango Vodka

Juicy pineapple flavor complemented with fresh mango

SIGNATURE SERVE

The Truly brand is all about flavor, variety and discovery. Our signature serve encourages you to choose your own adventure by **mix & matching your favorite Truly Flavored Vodkas and Truly Hard Seltzers**. The Truly Spritz is 1 part Truly Flavored Vodka, 1 part soda water, 1 part Truly Hard Seltzer – you pick the flavors.



OVERCOMING OBJECTIONS

Why Vodka? Vodka is the number one spirit, making up over 20% of total spirits dollar sales. The **premium price segment represents over 40% share** of vodka category dollar sales and is growing, up \$67MM vs. year ago.¹

Why Truly? The Truly business is booming and is expected to continue this trend given its stance as an innovation leader. It doubled its business in 2020 and **at 12%, it currently has the second highest household penetration rate** of any brand in beer.²

Truly drinkers are seeking a trusted vodka. They are active in vodka, with **21% of vodka shoppers purchasing Truly in the past year**, and looking for premium, flavored vodkas.³

Truly has evolved to become the expert of flavor innovation in the hard seltzer category and has the opportunity to introduce more flavorful and dynamic flavor profiles to vodka.

Why these flavors? These dynamic flavors are based off of the Truly Hard Seltzer flavors consumers already know and love. These are not only Truly's top selling flavors, but contain top trending cocktail flavors, with some of the highest menu penetration rates.⁴

Macro flavored vodka trends point to the continued success of flavored products and indicate Truly flavors are on target. There has also been a shift towards more nuanced flavor profiles, with quality and simplicity at the heart of trending vodka flavors.

Truly Vodka ties back to the essence of Truly Hard Seltzer. All flavors are made with a real cane sugar base and have less than 100 calories per serving. We are confident these new flavor-packed offerings will make for a refreshing cocktail experience and deliver on the fun & vibrancy of the Truly brand.

COMMERCIAL & MARKETING FOCUS

PACKAGING

CONSUMER TESTED GRAPHICS
DELIVERING BRAND PROMISE

MEDIA

\$4.5M MEDIA SPEND ON TRULY
VODKA (& > 100M SPEND FOR
TRULY MASTERBRAND)

RETAIL POS

VIBRANT IMPACTFUL DISPLAY
BUILDERS AND SHELF
INTERRUPTORS

EXPERIENCE

BRAND ACTIVATION &
SAMPLING

PR

EDITORIAL AND NEWS DRIVERS
INCLUDING EVENTS AND
INFLUENCERS

PROMOTION

CONSUMER PROMOTIONS &
TRIAL DRIVERS

BSI COMMERCIAL PRIORITIZATION

PRIORITIZED AS 2022 BIG BET WITH FOCUS IN Q2, Q3, AND Q4

SKU	UPC	SCC
50ML STRAWBERRY LEMONADE	080686896012	10080686896019
375ML STRAWBERRY LEMONADE	080686896029	10080686896026
750ML STRAWBERRY LEMONADE	080686896036	10080686896033
1L STRAWBERRY LEMONADE	080686896135	10080686896132
50ML WILD BERRY	080686896043	10080686896040
375ML WILD BERRY	080686896050	10080686896057
750ML WILD BERRY	080686896067	10080686896064
1L WILD BERRY	080686896142	10080686896149
50ML PINEAPPLE MANGO	080686896074	10080686896071
375ML PINEAPPLE MANGO	080686896081	10080686896088
750ML PINEAPPLE MANGO	080686896098	10080686896095
1L PINEAPPLE MANGO	080686896159	10080686896156

SUGGESTED SHELF GUIDELINES:

Truly Vodka should be placed prominently within Premium Vodka at eye level, adjacent to brands like Deep Eddy® or Absolut® Juice.

SHELF ORDER:

Truly Strawberry Lemonade > Truly Pineapple Mango > Truly Wild Berry

1) Nielsen xAOC+Liq+Conv 8/14/21 L52W Sales

2) Numerator Household Total Outlet Panel – 52 Weeks Ending 7.4.2021

3) Numerator Brand Insights – L52wks, n=5k 2x Truly & Vodka Shoppers

4) Datassential Menu Trends, Nov. 2020