



TRULY VODKA SELTZER PRODUCT DETAILS

- **Pack sizes:**
 - 8pk Variety Pack, 12oz slim cans
 - 8pk Blackberry & Lemon, 12oz slim cans
 - 8pk Cherry & Lime, 12oz slim cans
 - 3 x 4pks single style, 12oz slim cans
- **Pricing:** line price with High Noon
 - 8pks: \$42/cs: Target PTC \$18.99 @ 26%
 - 4pks: \$45/cs: Target PTC \$10.99 @ 32%
- **Flavors:**
 - Cherry & Lime
 - Blackberry & Lemon
 - Pineapple & Cranberry
 - Peach & Tangerine
- **Product specs:**
 - Made with premium vodka & real fruit juice
 - Vodka is 6x distilled & gluten free
 - 5% ABV, 110 cal, 2g sugar, 4g carbs, gluten free
 - Shelf Life: TBD after final testing – min. of 6 months
 - Julien date code will be used for launch



In market:

- National Launch: Oct. 10, 2022