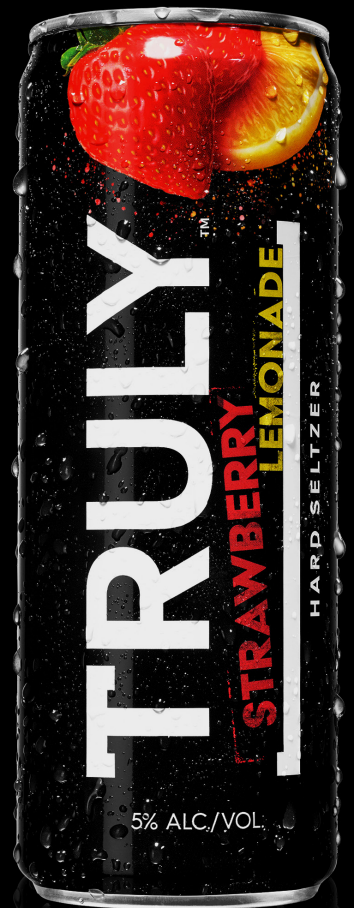


5% ALC./VOL. | 100 CALORIES | 1G SUGAR

HARD SELTZER MEETS LEMONADE



TRULY

LEMONADE

HARD SELTZER

FOR THE FLAVOURFUL!

WHAT'S INSIDE?

Truly Lemonade is the perfect mix of refreshing hard seltzer and sweet lemonade that's big on taste and low on calories. It packs the sweetness of real lemonade with the refreshment of Truly Hard Seltzer, with only 100 calories and 1g sugars.

- Original Lemonade
- Watermelon Lemonade
- Strawberry Lemonade
- Mango Lemonade

WHY LEMONADE?

- Truly Lemonade Mix Pack is the #3 ranked selling Seltzer from launch to year end in Canadian markets where available
- Truly Lemonade Mix Pack is the #1 selling SKU in the brand family nationally.
- 79% of consumers said they were likely to purchase Truly Lemonade after trying it.

WHY TRULY LEMONADE MIX PACK?

- Truly is the #2 Hard Seltzer in North America.
- Truly grew market share faster than 98% of hard seltzers across Canada in 2021.



SIZE	VARIETY	ITEM #
12x355mL Cans	TRULY LEMONADE MIX PACK	36339
24x355mL Cans	TRULY LEMONADE MIX PACK	38828

