

5.3% ALC./VOL. | 110 CALORIES | 1G SUGAR

SWEET. SALTY. SOUR. SELTZER.



MARGARITA STYLE
MIX PACK

TRULY

MARGARITA STYLE MIX PACK

FOR THE FLAVOURFUL!

WHAT'S INSIDE?

NEW Truly Margarita Style Hard Seltzer offers bold margarita-inspired flavours paired with the refreshment of hard seltzer. These hard seltzers are made with real lime juice from concentrate, agave nectar, and sea salt to deliver a unique mix of sweet, sour, salty and refreshing flavour in each sip.

- Mango Chili x 3
- Classic Lime x 3
- Strawberry Hibiscus x 3
- Watermelon Cucumber x 3

WHY MARGARITA?

Margarita-style hard seltzer capitalized on the growing popularity of margaritas and agave-style drinks Margaritas are the #1 cocktail featured on menus¹

- Margaritas have the highest awareness and appeal of all cocktails among hard seltzer drinkers²
- Average velocity of agave-style hard seltzers in US is 7% faster than the average hard seltzer SKU in L13 weeks³
- 98% of drinkers find it to be appealing, driven by the unique flavours, refreshing taste, attractive nutritionals, real ingredients, and convenience

PRODUCT OFFERINGS



DISPLAY SUPPORT



POSTERS, DANGLERS, BANNERS
+ TRADE PROGRAM TO COME

SIZE	VARIETY	ITEM #	PRICE
12x355mL Cans	TRULY MARGARITA MIX PACK	44909	\$ 29.98

FOR MORE INFORMATION, PLEASE CONTACT YOUR MOOSEHEAD BREWERIES REPRESENTATIVE

SOURCES: 1. DATASSENTIAL MENU TRENDS 2020; 2. ONLINE CONSUMER SURVEY, MARCH 2021; 3. IRI TOTAL US MULO • CONV THRU 7/25/21; 4. ONLINE CONSUMER SURVEY, MAY 2021