

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

FOR THE FLAVOURFUL



TRULY
HARD SELTZER

TRULY TROPICAL

HARD SELTZER

FOR THE FLAVOURFUL!

WHAT'S INSIDE?

Truly Hard Seltzer Tropical styles deliver tropical refreshment with bold, exotic flavours. Pineapple, Passion Fruit, Mango and Watermelon & Kiwi transport drinkers to an island oasis.

FOUR BOLD & FRUITY FLAVOURS:

- Truly Pineapple x 3
- Truly Passionfruit x 3
- Truly Watermelon & Kiwi x 3
- Truly Mango x 3

WHY TRULY TROPICAL MIX PACK?

- Truly Tropical Mix Pack is the #2 Truly SKU in Canada.
- After tasting Truly tropical, 82% of consumers said they would repurchase the product.
- Amongst 7 top competitors, Truly Tropical Variety pack had highest purchase intent.

WHY TRULY?

- Truly is #2 hard seltzer in North America.
- Truly grew market share faster than 98% of hard seltzers across Canada in 2021.
- 77% of consumers prefer Truly to competitive brands.

FORMAT	VARIETY	ITEM #	PRICE
12x355mL CANS	TRULY TROPICAL MIX PACK	33428	\$29.98