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

FOR THE FLAVOURFUL



9

5% ALC./VOL.

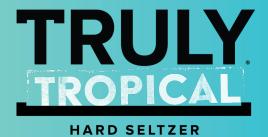


5% ALC./VOL.





TRULY.
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 |