

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

BIG FRUIT. BIG PUNCH.



MUST BE LEGAL DRINKING AGE. PLEASE ENJOY RESPONSIBLY.

BASED ON A 12OZ SERVING SIZE | PLEASE DRINK RESPONSIBLY | ©2021 HARD SELTZER BEVERAGE COMPANY LLC BOSTON, MA

TRULY PUNCH

HARD SELTZER

FOR THE FLAVOURFUL!

WHAT'S INSIDE?

This SKU provides an explosion of fruit flavour while still having the light, crisp, and refreshing finish that Truly is known for.

FOUR BOLD & FRUITY FLAVOURS:

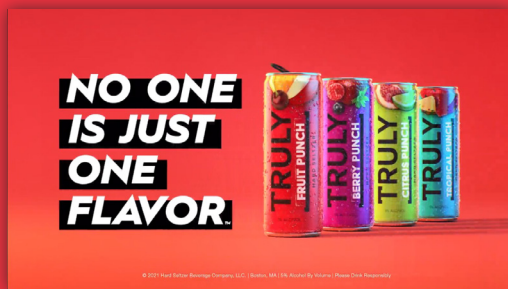
- Fruit Punch x 3
- Berry Punch x 3
- Tropical Punch x 3
- Citrus Punch x 3

WHY TRULY PUNCH MIX PACK?

- Truly is the #2 Hard Seltzer in Manitoba.
- In Manitoba, Truly grew +375% YOY.
- 73% of participants who tried Truly Punch enjoyed the mix pack.
- Truly Punch Mix Pack is the #1 growth driving Hard Seltzer SKU in the US

MEDIA SUPPORT:

- \$200K in National Media Campaign Spend



DIGITAL MEDIA

DISPLAY SUPPORT:



SIZE	VARIETY	CSPC	PRICE (+TAX & DEPOSIT)
12x355mL CANS	TRULY PUNCH MIX PACK	43204	\$29.98

FOR MORE INFORMATION, PLEASE CONTACT YOUR WETT SALES & DISTRIBUTION REPRESENTATIVE.