

Truly Spiked & Sparkling 12pk Variety – Slim Can



Truly Spiked & Sparkling:

- Refreshing like sparkling water, but way more fun! Perfect for those looking to try a variety of styles in a new, growing category.
- Truly Spiked & Sparkling Slim Can Variety Pack has the strongest pull in the spiked sparkling water category¹.

New Lineup! Now, with 4 styles:

- 3 Slim Cans - Colima Lime
- 3 Slim Cans - Grapefruit & Pomelo
- 3 Slim Cans – Sicilian Blood Orange
- 3 Slim Cans – Lemon & Yuzu

63%
of drinkers prefer a
variety pack that
has 4 styles vs. 3
styles.²

Truly Spiked & Sparkling - Style Descriptions

COLIMA LIME

Delightfully refreshing, with a crisp lime citrus note.
Named for Colima, Mexico, where the world's best limes are grown in volcanic soil on the country's Pacific Coast.

GRAPEFRUIT & POMELO

Bold citrus aroma, followed by soft grapefruit tartness.
Pomelo is an ancient citrus fruit that's sweet and mild, perfectly balancing the Florida grapefruit's intense flavor and aroma.

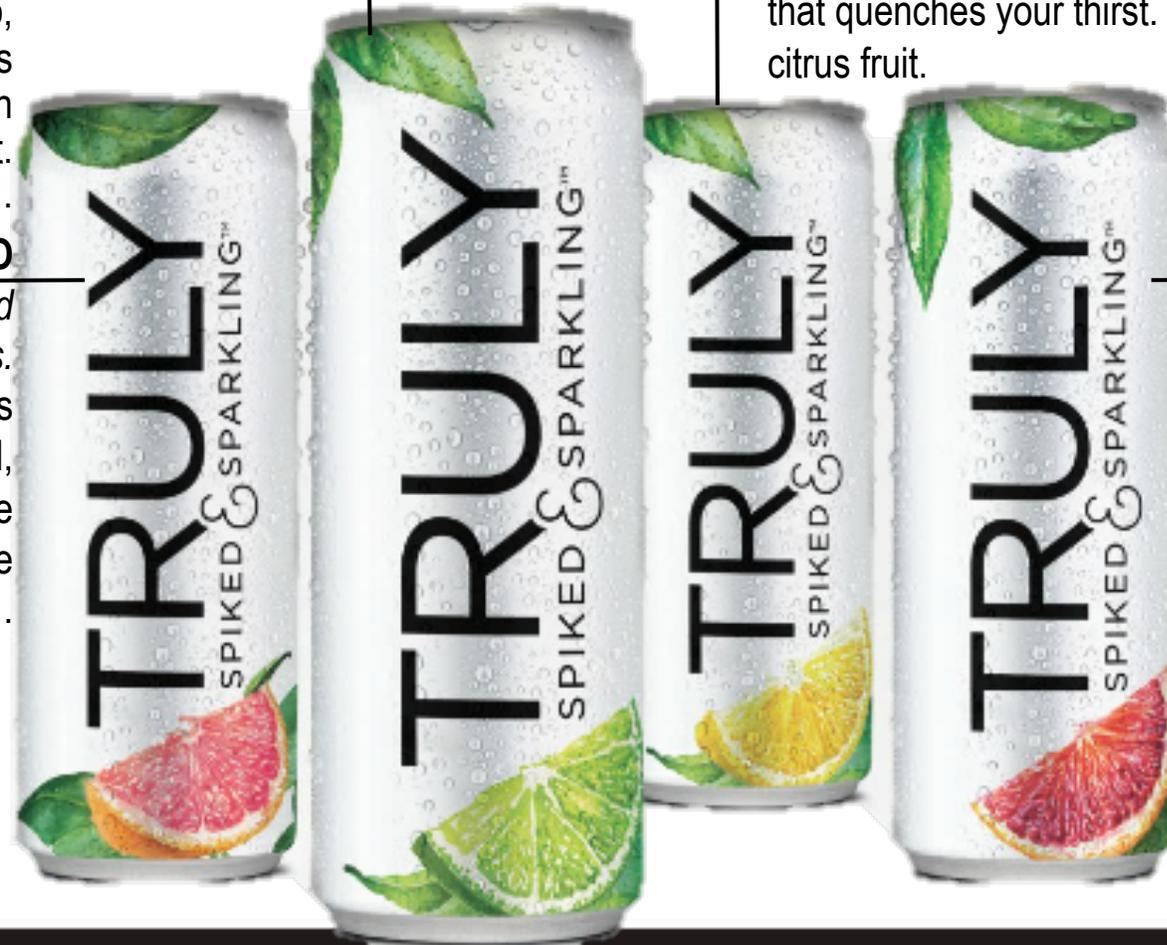
LEMON & YUZU

Bright, refreshing, and full of citrus zest.

The juicy lemon tartness in this style is complemented by the more fragrant and bright Yuzu fruit to create a balance that quenches your thirst. Inspired by Yuzu, a Japanese citrus fruit.

SICILIAN BLOOD ORANGE

Sweeter and mellow, with a mild citrus note. Less sweet and more complex, the blood orange is a bright and exotic cousin to the traditional orange. Inspired by the world's best blood oranges which flourish during the cool Mediterranean nights in Sicily, Italy.



Why Truly Spiked & Sparkling?

GLASS HALF FULL

Truly Spiked & Sparkling Slim Can Variety Pack has the strongest pull in the spiked sparkling water category.



Source: IRI, Total US MULO + Conv thru week ending 05/07/17

MAJOR CROSS OVER

Truly Spiked & Sparkling will attract consumers from outside the category through high interaction with Wine & Spirits. This solves for an unmet need in the beer category.

Truly Spiked & Sparkling Cross Purchasing

69% Spirits

90% Wine



Source: Nielsen Household Panel data

ON TREND

Non-alc sparkling water is a multi-billion dollar trend that's continuing to grow. Truly Spiked & Sparkling's styles include 4 of the top 5 fastest growing flavors from the non-alc sparkling water segment.



Source: IRI, 52 week ending 12/27/16

Truly Summer – Slim Can Season!

- 90% of regular drinkers who plan to drink during summer say they will drink outdoors.
- Most popular outdoor venues for summer drinking are places where glass isn't permitted – perfect for Truly Spiked & Sparkling slim cans!
 - Barbecue (65%)
 - Picnics (43%)
 - Pools (41%)
 - Beaches (39%)
 - Patio Bars (32%)

75%
of Spiked
Sparkling Water
Category is cans.³

64%
of Truly Spiked & Sparkling
Drinkers prefer To bring
cans for outdoor
occasions.⁴

**BBQs (56%), pool
or beach (48%)** are
the most popular
occasions for Truly
Spiked & Sparkling
drinkers.⁵



Source: Nielsen 2016, Summer Sipping - 52 weeks ending June 18, 2016.