



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texans Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR MALT BEVERAGES

Date: September 10, 2021

Label Certificate Number: 1131797

Pursuant to the application of : THE BOSTON BEER COMPANY
Holder of permit/license number : BS867116

Brand : TRULY HARD SELTZER HOLIDAY SANGRIA STYLE
**Class : FLAVORED BEER - MALT BEVERAGE LESS THAN OR EQUAL TO
4.0% ALC/WT**
Style : OTHER
Size(s) : 4 FL OZ-31 GAL
Container Type : CAN
Container Material : ALUMINUM
Stated Alc. Content : 5% ALC/VOL
Tested Alc. Content : N/A
TTB Number : IRC BEER

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

Product Registration
Excise Tax and Marketing Practices Division
Product.Registration@tabc.texas.gov

c/o THE BOSTON BEER COMPANY
1 DESIGN CENTER PL STE 850
BOSTON, MA 02210



TEXAS ALCOHOLIC
BEVERAGE COMMISSION
Texas Helping Businesses & Protecting Communities

CONTAINS ALCOHOL

Nutrition Facts

1 serving per container
Serving size 12 FL. OZ. (355mL)

Amount per serving
Calories 100

% Daily Value*

Total Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 2g	1%
Total Sugars 1g	
Includes <1g Added Sugars	1%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

INGREDIENTS: FILTERED WATER, ALCOHOL, NATURAL FLAVORS. CONTAINS LESS THAN 2% OF CANE SUGAR, CITRIC ACID, MALIC ACID, SODIUM CITRATE, STEVIA SWEETENER.

PRODUCED FOR HARD SELTZER BEVERAGE COMPANY LLC, AN AFFILIATE OF THE BOSTON BEER COMPANY, BOSTON, MA 02130

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PLEASE DRINK RESPONSIBLY.

©2021 HARD SELTZER BEVERAGE COMPANY LLC, BOSTON, MA
GLUTEN FREE | BEER

22616



#LIVETRULY @TRULY | 100 CALORIES | 1G SUGARS | 2G CARBS | GLUTEN FREE

TRULY®

Holiday Sangria Style

HARD SELTZER

5% ALC./VOL.

CONTAINS ALCOHOL | DOES NOT CONTAIN WINE | HARD SELTZER WITH NATURAL FLAVORS | 12 FL. OZ. (355 mL)

Serve
COLD
Get
WARM

Holiday Sangria Style

TRULY
HARD SELTZER

5% ALC./VOL.