



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

PRODUCT REGISTRATION CERTIFICATE FOR MALT BEVERAGES

Date: September 10, 2021

Label Certificate Number: 1131789

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

Brand : TRULY HARD SELTZER CRAN ORANGE SPARKLER
**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
Texans 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. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: FILTERED WATER, ALCOHOL, NATURAL FLAVORS, CONTAINS LESS THAN 2% OF CANE SUGAR, CITRIC 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.

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GLUTEN FREE | BEER

22615

87692 01276

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

TRULY®

Cran Orange Sparkler

HARD SELTZER

Light
IT UP
Cran Orange Sparkler

TRULY
HARD SELTZER

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