



true<sup>®</sup>  
ZOO



# true<sup>®</sup> ZOO

True ZOO is an off-beat, on-trend brand brimming with novelty barware and household products that turn mundane tools into a delightful array of characters. We believe that useful stuff is too boring and fun stuff is never useful enough. With our proprietary products and packaging, our mission is to break the mold and offer joy inducing, functional products at an affordable price point. ZOO is young at heart, just like you.

## ABOUT TRUE BRANDS

True Brands is a privately-held company that encompasses ten lifestyle brands, including Blush™, Collins™, Host®, Foster & Rye®, Pinky Up®, True®, True Zoo®, Twine®, and Viski®. From its humble beginnings in the founder's garage, the company has grown into a market leader in the beverage ware category, working with over 20,000 retailers nationwide and abroad.



# PRODUCTS

beer & wine accessories for the young at heart







true<sup>®</sup>  
ZOO

FEATURED ON

*A Beautiful Mess*

**BuzzFeed**

**THE WALL STREET JOURNAL.**

## CONTACT

For more information, images, to request an interview, or to discuss a TV opportunity please contact Brigitte Long.

[BRIGITTELONG@TRUEBRANDS.COM](mailto:BRIGITTELONG@TRUEBRANDS.COM)

We can't wait to hear from you!

