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FOR IMMEDIATE RELEASE

DRY Celebrates a Decade of Crisp Refreshment with Limited Reserve Lemongrass Flavor
*Leader in Premium Sparkling Beverages Commemorates 10-Year Anniversary with
Invigorating Summer Offering*

Seattle, WASH – July 27, 2015 – [DRY](#), tastemakers of gourmet sparkling beverages, today unveiled their Lemongrass Reserve Edition flavor in celebration of the company’s 10 year anniversary. One of DRY’s original four flavors, a short run of only 5000 cases of Lemongrass DRY Sparkling will be produced and sold for a limited time this August. The Reserve Edition Flavor will be available via select retailers in the Pacific Northwest, including QFC, Fred Meyer, Safeway, PCC and Metropolitan Market, and online nationwide at Amazon.com (SRP \$9.99 per 4-pack of bottles) this August.

“As one of the first DRY flavors I created, Lemongrass DRY has always been near and dear to my heart. I couldn’t think of a better way to honor our 10-year milestone than creating a limited edition run of this special beverage,” said Klaus. “We’ve come a long way in the past decade, and are humbled to have recently topped the list of the fastest growing carbonated soft drinks in the U.S. To us, summer means a time to relish in seasonal cuisine, warm weather vacations, and simply be inspired – all things we hope our reserve edition Lemongrass flavor brings to DRY fans and culinary enthusiasts.”

A sneak peak of Lemongrass DRY Sparkling was recently available to patrons of the Aspen FOOD + WINE Show, who were invited to try the reserve edition in advance of its limited PacNW release this summer. Reactions were overwhelmingly positive in this culinary setting, with more attendees requesting bottles of Lemongrass DRY than any other DRY flavor.

Invigorating, bright and refreshing, Lemongrass DRY’s Reserve Edition pairs perfectly with tropical fruit and Asian dishes like pad Thai, Kobe beef, coconut curry or spicy prawns, as well as spirits such as vodka, cachaça and tequila. Like all other DRY Sparkling beverages, Lemongrass is made with premium ingredients. It’s perfect for summer entertaining, pairing with a delicious meal, and mixing into cocktails.

DRY Sparkling beverages were designed to taste beautiful. They are wonderful when sipped from a wine glass or champagne flute, paired with a great meal, or mixed into a cocktail. Unlike other sparkling beverages that have heavy or overly-sweet flavor profiles, DRY is crisp, well-rounded and refreshing. The full, regular line includes eight botanically-driven flavors: Lavender, Cucumber, Blood Orange, Rhubarb, Ginger, Juniper Berry, Vanilla Bean, and Rainier Cherry.

(more)

DRY is available in natural and traditional grocers nationwide, including Kroger, Safeway, Whole Foods Market, Amazon.com and more. The line of premium sparkling beverages is available in 12 oz. aluminum cans, 12 oz. glass bottles and 4-packs, as well as new 750 mL bottles in select flavors. Lemongrass DRY will only be available in 12 oz. glass bottles. For more information, pairing ideas and craft cocktail recipes, please visit www.drysparkling.com.

ABOUT DRY

Founded in Seattle, Wash., DRY creates sparkling beverages for people seeking culinary experiences in their everyday lives. The full line is available in eight flavor-forward, crisp, unexpected varieties: Lavender, Blood Orange, Rhubarb, Vanilla Bean, Juniper Berry, Rainier Cherry, Ginger, and Cucumber. In addition, Lemongrass DRY will be available for a limited time starting in August of 2015. With a clean ingredient panel and exotic flavors, DRY is a sparkling beverage worthy of gourmet food pairing and premium mixology. For more information, visit www.drysparkling.com.

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