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For Immediate Release

DRY Soda Co. Launches New Heirloom-Inspired Fuji Apple DRY Sparkling
Pioneer of Craft Sparkling Beverages Unveils Crisp Take on Nostalgic Fruit Varietal

Seattle, Wash. (March 8, 2016) – [DRY Soda Co.](#), tastemakers of gourmet sparkling beverages, is expanding its beverage offering with the launch of Fuji Apple DRY Sparkling. Full bodied and elegant, this luscious new flavor celebrates the sweet, crisp taste of one of the world’s most beloved apples. Fuji Apple DRY Sparkling will be sold exclusively at 1300+ Target stores nationwide from April through September, with additional national retailers to be added in the fall of 2016.

“Fuji apples have been one of my favorite fruits since before I can remember. It’s so exciting to bring the flavor of these apples to the DRY line,” said Sharelle Klaus, founder and CEO of DRY Soda Co. “The flavor profile of Fuji Apple DRY Sparkling is so refreshing – much lighter and more elegant tasting than the heavy, sugary ciders and other apple drinks on the market. It is great straight out of the bottle, but it also pairs well with so many of my favorite meals – not to mention, the cocktail possibilities are endless. Adding Fuji Apple to our core line was an easy decision. We are thrilled it will be available at select Target stores first, alongside four of our other flavors.”

Originally grown in Fujisaki, Japan, the Fuji apple was brought to the U.S. market in 1962, and is now cultivated around the world, including in DRY’s home state of Washington. Crisp and refreshing, Fuji Apple DRY Sparkling is exceptional when paired with foods like fried chicken, muffulettas, pork chops, grilled cheese or vanilla ice cream. The aromatic flavor also serves as a simple and sophisticated cocktail mixer for drinks made with vodka, bourbon, brandy and prosecco.

Like all other DRY beverages, Fuji Apple DRY Sparkling is made with just four all natural ingredients, including a touch of cane sugar, allowing the true flavors of the fruit to shine through. The entire DRY line is gluten-free, OU Kosher certified, caffeine-free, sodium-free, and made without artificial flavors or colors. Fuji Apple DRY Sparkling will be sold in 4 pack glass bottles at a suggested retail price of \$6.99.

DRY Sparkling beverages are designed to taste beautiful. Ideal to sip from a champagne flute, pair with a great meal, or mix into a cocktail, DRY Sparkling is crisp, well rounded and refreshing, unlike other sparkling beverages that have heavy or overly sweet flavor profiles. DRY Sparkling is available nationwide at Kroger, Target, Safeway, Whole Foods Market, Amazon.com

(more)

and more. For more information, pairing ideas and craft cocktail inspiration, please visit www.drysparkling.com.

About DRY Soda Co.

Founded in Seattle, Wash. in 2005, DRY Soda Co. 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. With a clean ingredient panel and artisan flavors, DRY Sparkling is worthy of gourmet food pairing and premium mixology. For more information, visit www.drysparkling.com.

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