

NEW PRODUCTS, TRENDS, AND INNOVATION

# BEVNET<sup>®</sup>

SEPTEMBER-OCTOBER 2019

MAGAZINE



**HPP's  
NEXT  
STAGE**

Where  
Cold-Pressed  
Juice Can  
Still Grow

2019

NATURAL  
SNACK

GUIDE



HOW SPARKLING  
WATER BRANDS ARE  
STANDING OUT

IMPORT BEER  
BRANDS DELIVERING  
ON ALL FRONTS

WHY BRANDS  
ARE DIVING INTO  
KIDS WATERS



# BRAND NEWS

aluminum bottles, announced that it has been listed as an “Approved Water Bottle” by San Francisco International Airport.

**Spindrift** launched its 10th flavor, Lime, made with limes sourced from a third-generation family owned citrus farm in California.

**The Saratoga Spring Water Company** will debut a new package design in November that includes a new font and trademarked droplet icon to distinguish between its sparkling, still and essence lines of flavored spring waters. Packaging for its Essence bottles will also change from clear to cobalt blue.

## FUNCTIONAL/ENHANCED WATER

**Metta**, a natural awareness drink, has entered distribution in both UNFI and KeHE and is now available in all Fresh Market and SaveMart locations. The product is on track to be available in over 500 stores by the end of this year.

**Akeso**, a broad spectrum CBD water made with hemp oil, can now be purchased at Gold’s Gym locations in Southern California.

**Blume Honey Water** has launched a 16 oz. bottle, and has been reformulated with organic ingredients. The brand has also launched in Fresh Thyme (77 stores) and The Fresh Market (160 stores).

**OXIGEN**. In July, OXIGEN Beverages announced the appointment of Jeff Seavey as Chief Sales Officer and Matthew Rothschild as National Director for DSD & Wholesale. The new sales leadership team follows the appointment of Chief Marketing Officer Bill Lange in February.

**ESSE Water**. Essential oil-enhanced water ESSE has expanded into the Midwest with Whole Foods Market and Fresh Thyme Farmers Markets. The brand has also partnered with Market Distributing in Minnesota to enter Target stores in the state.

**Alkaline88** recently introduced a new line of flavored alkaline waters, available in



watermelon, lemon, raspberry, and blood orange flavors.

**Protein2o**. Protein water brand Protein2o has expanded distribution at Target, CVS, Menard’s, Acme and Cub Foods, as well as in 500 Walmart stores. The brand has also launched Protein2o+ Energy, which contains 15 grams of protein and 125 mg of caffeine.

**Chlorophyll Water**, a shelf-stable, plant-based purified water enhanced with chlorophyll extract, launched at the beginning of this year.

**H2rOse**. All four flavors of saffron-infused rose water H2rOse – available in PET bottles made from 90% recycled plastic – are now available at over 200 Ralph’s locations.

**Hellowater**. All five SKUs of fiber-infused premium water Hellowater are now available at Target stores in California and Colorado.

**Posch Collagen Water** has launched a second SKU: Watermelon.

**Alkazon Global Inc.** has introduced two new lines: Alkazon Alkaline Water and Alkazon Alkaline Pet Water. The Alkazon Alkaline Water shares an almost identical formula to Antioxidant Alkaline Water (without the antioxidant Selenium), while Alkazon Pet Water’s mineral composition is tailored for animal use.

**Talking Rain** Sparkling Water latest line extension, Talking Rain +Caffeine, a naturally flavored sparkling water with an extra boost from naturally sourced caffeine. This new line is now available at select regional retailers and will be available for sampling at the NACS 2019 trade show in Atlanta, Georgia. Talking Rain +Caffeine is available in sour apple, blood orange, passionfruit and summer melon flavors.

**Napa Hills**. Wine-infused, non-alcoholic antioxidant water Napa Hills has expanded distribution to all locations of The Fresh Market and Gelsons via UNFI and DPI, respectively. The brand also intro-

