



Newsweek Periscope



Soda: Liquid Thanksgiving

Newsweek

Nov. 22 issue - Peter van Stolk, president and CEO of Jones Soda, says beverage companies usually go into hibernation after Labor Day.

Maybe his should have stayed there. Last week Jones launched a holiday pack of seasonal sodas with flavors like Green Bean Casserole, Cranberry, Mashed Potatoes and Butter, Turkey and Gravy, and Fruitcake. The company's online supply sold out in an hour last Thursday (the \$15.95 packs hit retailers last Friday and select Target stores this week) and, van Stolk says, "the U.K. is phoning us asking for Steak and Kidney Pie flavor." The Seattle-based company decided to expand its Thanksgiving line after the success of the Turkey and Gravy soda, which it introduced last year; bottles sold for nearly \$70 on eBay. The only redeeming qualities these sodas have is that a portion of their sales goes to charity and they're calorie- and carb-free. But the movie-theater popcornlike blast that hits your nose when you uncap the Mashed Potatoes and Butter variety is malodorous, to be polite. Two colleagues just about gagged after trying the Green Bean Casserole. "They're accurate to their label," says a spokeswoman. "It's like 'Fear Factor'."

-Bret Begun

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- Flossing: That's Way Too Many Mr. T's! (The Lie Is 'A.')
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