

Wet Planet Beverages — From **Wet Planet** comes the 8.4 oz. Jolt Quick Fix package, designed to put a quick spark into the consumer's day. The quick fix is also designed to mix well with spiced rums and brown spirits like whiskey and bourbon. Jolt's Quick Fix will be sold in case packs of 24 and will be nationally distributed in three flavors, Cola, Blue and Ultra.



Aloe'ha — **Aloe'ha Drink Products** has added several new distributors in the past year, including Aloe V Beverages in New York. Additionally, Aloe'ha products are now available in Bag In Box and Frozen Carbonated Beverage. Aloe'ha products are also available in the current 16.9 oz bottle.

Kutztown Soda Works — Century-and-a-half old **Kutztown Soda Works** has recently launched a 12 oz. variety 4-pack, as well as a line of 24 oz. PET bottles. The company has also launched a black cherry flavor. All Kutztown sodas use real sugar and the diet products have Splenda as the sweetener.



Pop Soda — Vermont's **Pop Soda** is all natural and hand-crafted, with extracted and infused whole ingredients that lead to authentic and bold flavors. Pop Soda batch conditions and bottles at a brewery in central Vermont. Their first three flavors—Lemon Lavender with Ginger, Mint Lime and Citrus Hibiscus—were brewed with fresh squeezed fruits, root and herbs, and sweetened with cane sugar and Vermont honey. For a new flavor, Coffee Fiend, they extract freshly roasted, organic coffee from Vermont Coffee Company. Very lightly sweetened with cane sugar and infused with aniseed, Coffee Fiend is strong, well-caffeinated and dark roasted.



SodaLixir Herbal Beverages — SodaLixir's **Green Dragon**, the world's first herbal stress relieving soda, is now being sold in Whole Foods Markets throughout the Northern California region. Green Dragon is an all-natural, non-alcoholic brewed ginger soda containing a Chinese herbal extract that produces a sense of relaxation and stress-relief—without being sedating. Green Dragon attempts to stand apart from the recent glut of 'energy' drinks on the market by bringing about a calm and centered demeanor, rather than 'amping-up' and stimulating the drinker.



Jones Soda Co. — For 10 years, **Jones Soda Co.** has been making colorful flavors and unique labels for fans across North America. To commemorate the occasion, the company has created a limited edition 10th Anniversary Collector Pack featuring Hot Wheels cars. Included in the pack are four sodas, each decorated with a specially designed metallic label and photos from early Jones Soda label runs. The flavors include Blue Bubblegum and Green Apple, along with long retired flavors Raspberry and Pineapple Upside Down Soda, which hard-core Jones fans have been asking the company to reintroduce for years. To round out the package, Jones has partnered with Mattel's Hot Wheels to design a 1:64 scale model replica of the original black and silver-flamed Jones vans that cruised the streets back in 1996 when the brand launched.



Hank's Gourmet Beverage Co. — The **Hank's Gourmet Beverage Company** has introduced new, even more upscale packaging in 2006. The new package features a distinctively shaped proprietary 12 oz. glass bottle, embossed with the Hank's logo. Also featured on the bottle are raised oval panels displaying a new metallic, embossed body and neck label. The gold medallion label was designed to showcase the quality of the Hank's line of gourmet sodas. Six gourmet flavors will be available in the new package: Root Beer, Diet Root Beer, Black Cherry, Vanilla Cream, Orange Cream, and Birch Beer. Hank's Diet Root Beer uses the same premium flavors without the sugar.



White Rock — White Rock is making changes in all three of its high-end soda lines. **White Rock Organics** will have a new flavor, Green Apple, as part of its line. **Sioux City** is getting rid of high-fructose corn syrup as an ingredient and will begin using pure sugar; a recently-introduced Diet Saraparilla is made with Splenda. **Olde Brooklyn** is being reformulated as a natural soda as well, with no preservatives, artificial ingredients, or high-fructose corn syrup. It will be available next year, as well.



Hansen Natural's — Hansen Natural's **Blue Sky Organic Soda** received a makeover in July as a reward for its outstanding growth over the past year. Blue Sky Organic sodas are available in six flavors, including Black Cherry

