



FOR IMMEDIATE RELEASE

## **DRY SODA CO. OPENS NEW COMPANY STORE AND HEADQUARTERS**

### **Company store and sampling bar to serve as “tasting room” for soda**

**SEATTLE** – DRY Soda Co. announces the opening of its new Seattle-based company store and headquarters in the historic Pioneer Square neighborhood, blocks from Qwest Field and Safeco Field. The 2,800-square foot office and store is located at 410 1<sup>st</sup> Ave. S. on the corners of 1<sup>st</sup> Ave. S. and Jackson St.

Much like a winery tasting room, the DRY Soda company store will offer samples of its four culinary flavors: kumquat, lemongrass, rhubarb and lavender. In addition, DRY will be available to purchase in single 12-ounce bottles, four-pack carriers and 12-pack mixed and single flavor shipping boxes, for \$1.99, \$6.99 and \$20 respectively.

“This is a significant step for DRY,” said Sharelle Klaus, founder and CEO of DRY Soda. “Much like our neighborhood filled with galleries and interesting stores, our space is creative and inspiring with a lot of room to grow – a real extension of our brand. I’m excited to introduce more locals and tourists alike to DRY, and give them the opportunity to share the experience by drop shipping DRY Soda directly to out-of-town friends and family.”

With the design and project-management by Seattle-based brand design firm thoughtBUILDING, the space will also serve as the heart of the company’s operations and house the executive team and Northwest regional offices. In addition, the space will be used as an event venue, where local chefs may hold tasting and pairing evenings with DRY as the beverage of choice.

#### **About DRY Soda**

Seattle-based DRY Soda Co. is the modern alternative in refreshment offering a line of sparkling beverages with all-natural flavors and less sweet profile. With 50-70 calories per bottle, DRY Soda is an ideal, caffeine-free accompaniment to a fine meal or simple refreshment. DRY is available in the Western United States in specialty food stores, fine restaurants and hotels and nationally online. For more information about DRY Soda, please visit [www.drysoda.com](http://www.drysoda.com).

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\* High resolution photos available upon request

[refined flavor](#) / [lightly sweet](#) / [all natural](#)