

FOR IMMEDIATE RELEASE

INTRODUCING JUNIPER BERRY AND VANILLA BEAN DRY SODA

Soda company taps acclaimed chef in development of first new flavors

SEATTLE (November 5, 2008) – For the first time since its August 2005 launch, DRY Soda Co. unveils two new flavors: juniper berry and vanilla bean. The new sodas will join DRY's original offerings – kumquat, lavender, lemongrass and rhubarb – on store shelves in early November.

At 60 calories per 12-ounce bottle, Vanilla Bean DRY is aromatic, lightly sweet and delicate without being cream-soda like. Juniper Berry DRY has only 55 calories, and is crisp with a pine essence and high acidity.

“Juniper Berry DRY is the perfect ‘non-alcoholic gin and tonic’ and will be great on its own or with antipasto, mussels, roasted potatoes and quail,” said DRY Soda founder and CEO Sharelle Klaus, who considers juniper berry as one of her original flavor ideas when she started DRY. “Vanilla Bean DRY is natural, earthy and lightly sweet – I was immediately enthralled. I know it will be an easily accessible flavor, in line with DRY's clean profile.”

Serving as a guide and consultant in the development process was Chef Jason Wilson, proprietor of Crush Restaurant in Seattle, James Beard Foundation Award Nominee and *Food & Wine Magazine* “Best New Chef in 2006.”

“With Jason's insight, we were able to refine the flavors and come up with something I'm really proud of,” said Klaus. “His creativity, skills and palate ensured that we have two outstanding sodas to round out DRY's flavor portfolio.”

As with all DRY Sodas, the two new flavors are all-natural, made with fruit or herb extracts and sweetened with 14-19 grams of pure cane sugar. They will be available in single bottles, four-packs and 12-bottle shippers (online only).

In the United States and Canada, DRY can be found at select Whole Foods Markets, and in natural and specialty food retail stores, fine hotels and resorts, as well as celebrated restaurants such as French Laundry in Napa, craft in Los Angeles, and Crush in Seattle.

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 a 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 nationwide in natural and specialty retail stores, fine restaurants, hotels and online. For more information about DRY Soda, please visit www.drysoda.com or the DRY Soda Tasting Room and Company Store at 410 First Ave. South in Seattle.

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**** Bottle artwork available upon request**

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refined flavor / lightly sweet / all natural

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