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DRY Soda Challenges Colorado's Soda Status Quo

King Soopers Grocery Stores Welcome DRY Soda to the Mix

Seattle, WA – Nov. 14, 2011 – Coloradans are about to get a taste of something very different as [DRY Soda](#) expands into King Soopers throughout the state. DRY Soda, a four-ingredient, all-natural, less-sweet soda has been setting a new national standard for soda with unique flavors including Cucumber, Lavender, Rhubarb, Vanilla Bean, Juniper Berry, Blood Orange and Wild Lime. **Simply put, the independent Seattle-based company is on a mission to change the way America thinks about sodas.** As of today, DRY is now available at the majority of King Soopers in Colorado.

“People are ready for a soda-shift,” said Sharelle Klaus, founder and CEO of DRY Soda. “With DRY, we think we’ve created the perfect alternative to junk-food-soda by offering all-natural ingredients with the right level of sweetness. DRY Soda really isn’t like any other soda out there.”

Sharelle launched DRY Soda in 2005 as a mom with a thirst for interesting non-alcoholic beverages and a drive to set a new standard for soda. With a small business loan and an office in her living room, she set out to redefine an industry - one unique flavor at a time. Since 2006, DRY has expanded into thousands of stores and restaurants across the country. King Soopers is the latest addition to a long list of locations across the United States and Canada that carry DRY Soda.

“We are excited to be expanding DRY Soda’s availability within Colorado,” said Klaus. “We are confident that Coloradans will love our signature flavors and appreciate our commitment to all-natural ingredients. Plus, DRY Soda is much more than meets the eye. Our flavors make great mixers for cocktails and the unique flavor profiles pair amazingly well with food, just like a fine wine.”

DRY SODA TASTING TRUCK COMES TO COLORADO - FREE SAMPLES

Coming off of a national tour with Urban Outfitters, the DRY Soda Tasting Truck has made its way to Colorado to celebrate the company’s expanded presence in the state. Throughout the month of October DRY Soda joined the national retailer for the first ever [Urban Outfitters Store on Tour](#), visiting four cities throughout the Southeast.

After a month on the road and traveling more than 3,000 miles across the country, the DRY Soda Tasting Truck will be spending the month of November in Colorado sampling free tastes of their most popular flavors. The truck will be stocked with all of DRY Soda’s seven flavors including Wild Lime, the newest

addition to DRY Soda's lineup. Fans eager to try DRY Soda for themselves can find the truck at the following locations:

Boulder - Thursday November 17

University of Colorado Campus 11:00 am – 1:00 pm

Denver - Saturday November 19

The Market in Larimer Square 11:00 am – 1:00 pm

The Tasting Truck will be popping up at additional locations throughout November. Fans are encouraged to follow DRY Soda on [Facebook](#) or [Twitter](#) to find out where DRY will be next. Fans can also mix, pair and find DRY Soda with the newly released official **DRY Soda App** available on the [iPhone](#) and [Android](#) market. The new app allows fans to learn about all seven flavors of DRY Soda and their unique flavor profiles, find DRY with a store and tasting truck locator, mix the perfect DRY Soda cocktail and discover foods that pair best with each DRY Soda flavor.

DRY Soda is currently sold in traditional and natural grocery stores, restaurants, luxury hotels and boutiques throughout the United States and Canada and select international locations. In addition, mail orders are available nationally in 12 and 24-bottle cases at www.drysoda.com.

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About DRY Soda

Seattle-based DRY Soda Co. has re-imagined what soda can be – better tasting and better for you. DRY Soda was founded in 2005 by Sharelle Klaus, a mother of four who wanted a beverage that was invested in good health and worthy of fine food. DRY Soda uses only four, all-natural ingredients and keeps the pure cane sugar to a minimum. The result is a less sweet soda that allows the fruit, flower, and herbal flavors to shine through and only 45-70 calories per bottle. DRY Soda is a refreshing beverage to sip on its own, pair with a great meal or mix into a cocktail. All seven DRY flavors are caffeine-free, gluten-free, sodium-free and OU-certified kosher. DRY Soda is available throughout the United States and Canada in traditional and specialty retail stores, fine restaurants, hotels and online. For more information, visit www.drysoda.com