

# **DRY** / **LESS** / **04** / **ALL** **SODA CO.** SWEET INGREDIENTS NATURAL

FOR IMMEDIATE RELEASE

## **PORTLAND: DRY SODA'S TASTING TRUCK IS COMING TO A NEIGHBORHOOD NEAR YOU!**

**Locally-made DRY Soda's Savor the Flavor Tasting Tour is asking Portlanders - which local culinary organization should receive donation?**

(July 14, 2011) A new twist in the mobile food movement is rolling into Portland. DRY Soda Co.'s Savor the Flavor Tasting Tour will spend the summer making stops at grocery stores, neighborhood festivals, outdoor movies, farmers markets and more from mid-July through September 2011.

During Tasting Tour stops, the Tasting Truck will open its door to sample flights of DRY's seven, less sweet and all-natural flavors. In addition to active "tweeting," the tour will incorporate a sharable online experience to increase visibility, excitement and brand-awareness. DRY will be asking Portlanders to vote on Facebook for their favorite local culinary-focused organization. For every vote, DRY will donate \$1; the organization with the most votes will receive up to a \$5,000 donation.

"The local food movement is a cause close to our heart and we are proud to support Portland organizations through the Savor the Flavor Tasting Tour," explains DRY Soda Founder and CEO Sharelle Klaus. "DRY Soda is produced in Portland, and the Tasting Tour gets DRY out in the community where new and existing fans will be able to discover their favorite flavor and share it with friends online."

In addition, DRY Tasting Truck staff "DRYvers" will be on hand at stops to take pictures of DRY customers in the Savor the Flavor Tour photo booth complete with DRY Soda props. Each tour stop will have its own Facebook photo album where customers may tag themselves in the photos.

The Tasting Tour kicked off in Seattle, raising \$1,500 for FareStart, a Seattle non-profit organization that provides culinary job training and placement for homeless and disadvantaged individuals. The tour will move to a new region in the fall. To find DRY's next Tasting Tour flavor stop, please visit [www.drysoda.com](http://www.drysoda.com), [www.facebook.com/drysoda](http://www.facebook.com/drysoda), or follow #DRYTour on Twitter.

### **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, vegan, 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](http://www.drysoda.com) or the DRY Soda Tasting Room at 410 First Avenue South in Seattle.

#####

\*Artwork of the Tasting Truck available upon request

### **Media Contact:**

Abby Calvo  
BrandSoul Communications  
(206) 605-2976 / [abby@brandsoulcommunications.com](mailto:abby@brandsoulcommunications.com)