



For Immediate Release

Contact: Steve Hersh, 917-763-4102, steve@drinkgus.com

GuS – Grown-up Soda Introduces One-Drink Sparkling Cocktail Mixers Line: “Just Add Your Spirit”

NEW YORK, New York (December 1, 2016) – **Utmost Brands, Inc.**, maker of less-sweet **GuS – Grown-up Sodas** introduces a new line of single-serving, sparkling cocktail mixers into the New York City metro market, with national launch at the January, 2017 Winter Fancy Food Show in San Francisco. Available in 7oz. glass bottles with twist-off cap, the new non-alcoholic mixer line comes in four flavors: Mojito, Moscow Mule, Sparkling Cosmo and Tonic & Lime. They're conveniently sized for one ready-to-drink sparkling cocktail – just add 1½ to 2oz. liquor, or enjoy straight for an easy non-alcoholic cocktail.

Each variety contains key lime juice, natural roots and extracts, and cane sugar with only 55-60 calories per bottle. Designed to be easy, there's no need for measuring syrup, adding soda or muddling or squeezing garnish.

- Just add rum to the GuS Mojito, made with real mint oil and lime juice
- Just add vodka or dark spirit to the GuS Moscow Mule, a blend of spicy ginger beer and lime juice
- Just add vodka to the GuS Sparkling Cosmo, made with cranberry and lime juices and hints of orange
- Just add gin or vodka to the GuS Tonic & Lime, made with imported quinine and lime juice

Says company co-founder Steve Hersh,

“We felt the time was right to leverage our craft soda knowledge into the mixer category by offering an easy new way to enjoy a premium mixed drink. Our new line hits on all the beverage trends: small-batch produced, with premium natural ingredients, lightly sweetened, but most importantly, convenient.”

The new line rolls out with new and existing beverage, spirits and specialty food distributors. Consumers will find GuS one-drink mixers in liquor stores, hotel mini-bars, specialty and natural grocery stores, bars, restaurants, airplanes and home-delivery cocktail kits. GuS mixers will retail for \$2.75 - \$3.00 per 7oz. bottle.

The mixer line joins the existing line of GuS Soda flavors available in 12oz. bottles: Extra Dry Ginger Ale, Dry Cola, Dry Root Beer, Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Cranberry Lime, Dry Blackberry and Dry Pomegranate. As with all the GuS flavors, the new line contains no artificial flavors, colors or preservatives and is kosher, gluten-free and non-GMO.

About GuS – Grown-up Sodas:

Founded in 2003, GuS was what the husband-and-wife founders were seeking in a beverage; something not as sweet as typical sodas and juice drinks. Taking inspiration from his father who added seltzer to everything, Steve Hersh (formerly a packaged goods marketer) and Jeannette Luoh (formerly a lawyer) crafted a line of natural sodas containing real juices and natural extracts in distinctively dry flavors. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at drinkgus.com, [Facebook.com/GrownupSoda](https://www.facebook.com/GrownupSoda), [Twitter.com/GuS Soda](https://twitter.com/GuS_Soda)



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