

For Immediate Release

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GuS Soda Unveils Packaging Refresh at Summer Fancy Food Show

NEW YORK, New York (June 29, 2018) – **GuS – Grown-up Soda**, the New York City-based line of less-sweet, natural sodas introduces bold new packaging graphics at the 2018 Summer Fancy Food Show at the Javits Center in New York from June 30th – July 2, 2018.

“We are very excited to feature our new logo, colorful new packaging graphics, and new tagline ‘LESS SUGAR. TASTES BETTER.’” said Steve Hersh, Founder and President of GuS – Grown-up Soda. “The new look features bold colors and prominent fruit images on a clean white background, in keeping with our crisp and clean, yet bold, taste profile.”



About GuS Sodas and GuS Sparkling Cocktail Mixers:

GuS Sodas are distinctively dry, refreshing and “not too sweet,” made with real juices and natural extracts and lightly sweetened with cane sugar. With only 90 – 98 calories per 12oz. bottle, they have about 35% less sugar than mainstream sodas. The 9-flavor line is kosher, gluten-free, Non-GMO, caffeine-free and free of preservatives. Available in single 12-ounce glass bottles sold in 4-pack carriers, GuS flavors are: **Dry Ginger Ale, Cola, Root Beer, Meyer Lemon, Ruby Grapefruit, Valencia Orange, Cranberry Lime, Blackberry and Pomegranate.**

GuS Sodas can be found on shelves alongside the recently launched **Sparkling Cocktail Mixer Soda** line. Available in 7oz. bottles in 4-packs, the GuS Sparkling Mixer line features ready-made cocktails: “just add your spirit” for one easy cocktail with each bottle. Available in flavors: **Moscow Mule, Mojito, Tonic & Lime and Sparkling Cosmo**, the new line has just entered Whole Foods Market, King’s, Balducci’s and Nugget Markets, in addition to hundreds of specialty, natural, liquor and convenience stores around the U.S.

About GuS – Grown-up Sodas:

Launched 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 juice and extracts in distinctively dry flavors. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at www.drinkgus.com.