

## For Immediate Release

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## GuS Soda Introduces New Pineapple Passionfruit Flavor to its Craft Soda Line-up

NEW YORK, NY (March, 2025) – **Utmost Brands, Inc.**, maker of **GuS – Grown-up Soda** introduces its new **Pineapple Passionfruit** flavor, just in time for Spring. It's their most tropical flavor to date, made with real pineapple and passionfruit juices, and a touch of cane sugar. With only 95 calories per 12oz. bottle, it clocks in at 40% fewer calories and carbs than a typical 150 calorie soda.



The new flavor will roll out regionally then nationally with new and existing beverage and specialty food distributors. Consumers will find GuS Pineapple Passionfruit soda in specialty and natural grocery stores, local markets, cafes, fast casual restaurants, and online purveyors. Says company owner Steve Hersh,

“We felt the time was right to launch a Pineapple Passionfruit flavor to meet the growing demand for pineapple and other tropical flavors. As with our other flavors, the new offering is full-bodied and refreshing but not overly sweet.”

Available in single 12-ounce glass bottles sold in 4-pack carriers, Pineapple Passionfruit joins the existing Grown-up Soda flavors: Dry Ginger Ale, Cola, Mango Peach, Lemon, Grapefruit, Orange, Cranberry Lime, Blackberry, and Pomegranate.

### Facts about GuS Pineapple Passionfruit soda:

- Real pineapple and passionfruit juices
- Lightly sweetened with cane sugar
- Only 95 calories and 24g carbs per 12-ounce bottle
- Kosher, Gluten-free, non-GMO
- Perfect for cocktails

### About GuS – Grown-up Sodas:

Founded in 2003, GuS was what the husband-and-wife founders were looking for 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 sodas containing real juices and natural extracts in distinctively dry flavors. More at [drinkgus.com](http://drinkgus.com), [@GrownupSoda](https://www.instagram.com/GrownupSoda)

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