

FOR IMMEDIATE RELEASE

## **SHOW YOUR LOVE ON MOTHER'S DAY WITH DRY SODA** **All natural, modern alternative soda line makes an ideal gift** **for the mom in your life**

**SEATTLE (April 29, 2010)** – This Mother's Day, serve the woman who does everything a refreshing treat to delight her taste buds. DRY Soda is an all-natural and low-calorie beverage that elevates every celebration and can be paired with her favorite Mother's Day brunch dishes, mixed into a tasty mocktails or cocktails or enjoyed on its own.

DRY Soda Founder and CEO Sharelle Klaus, a mother of four, developed DRY for today's modern moms and families looking for a healthy, sophisticated, and natural beverage. It is available in seven distinct flavors: Juniper Berry, Kumquat, Lavender, Lemongrass, Rhubarb, Vanilla Bean and Cucumber.

"DRY is a delicious and healthy way to pamper mom," explained Klaus. "For breakfast in bed or a formal Mother's Day meal, DRY is always on our table for family festivities and is a great option for a low calorie and flavorful accompaniment."

Author Natalie Bovis-Nelson recommends DRY for the expectant mother in her cocktail book, *Preggatinis: Mixology for the Mom-to-be*. For something different on Mother's Day, try Bovis-Nelson's "Preggie Provence" featuring Lavender DRY:

### **Ingredients:**

- 5-6 Rosemary leaves
- 3-4 White grapes, halved
- 1/2-ounce Simple syrup
- 1/4-teaspoon Fresh lavender flower petals
- 1/2-teaspoon Lemon zest
- 2-ounces Lemonade
- 3-ounces Lavender DRY Soda
- Ice
- 1 Lemon wheel
- 1 sprig Rosemary

### **Preparation:**

1. Muddle rosemary leaves with grapes, simple syrup, lavender flower petals, and lemon zest in the bottom of a mixing glass
2. Add lemonade then shake well with ice
3. Strain into a cocktail glass
4. Top with Lavender DRY and garnish with lemon wheel and spring of rosemary

Sweetened with a small amount of pure cane sugar and flavored with the extracts of fruit, flower and herbs, each bottle of DRY contains between 45-70 calories. DRY Soda can be purchased in both the United States and Canada at natural and traditional retail stores, luxury hotels, resorts, and fine dining restaurants. For more information or to order DRY online, visit [www.drysoda.com](http://www.drysoda.com).

-more-

intense flavor / lightly sweet / all natural



FOLD

FOLD

**About DRY Soda**

Seattle-based DRY Soda Co. offers the modern alternative in refreshment – a line of lightly sweet sparkling sodas flavored with all-natural fruit, flower and herb extracts. With 45-70 calories and four ingredients per bottle, DRY Soda is the ideal beverage to sip on its own, pair with a great meal or mix into a cocktail. All seven flavors are caffeine, sodium and gluten-free, vegan, and OU certified Kosher. DRY is available throughout the United States and Canada in traditional and specialty retail stores, fine restaurants, hotels, and online. For more information about DRY Soda, visit [www.drysoda.com](http://www.drysoda.com) or the DRY Soda Tasting Room at 410 First Avenue South in Seattle.

#####

**\*Bottle artwork available upon request**

**Media Contact:**

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