



**IZZE**<sup>®</sup>  
BEVERAGE COMPANY

2990 Center Green Court South  
Boulder, Colorado 80301  
PHONE 303 327 5515  
FAX 303 327 5519  
WEB IZZE.COM

## FOR IMMEDIATE RELEASE

Contact: Meg Heitlinger, 303.200.5111, meg@izze.com

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### **IZZE<sup>®</sup> Sparkling Juice is a Refreshing, Great-tasting Summertime Beverage**

Add Creative Flair and Delicious Refreshment to Summer Activities and Social Occasions with Ideas from IZZE

BOULDER, Colo. (April 9, 2008) — Summer is a time to be active and social – whether it’s entertaining guests at a backyard BBQ, attending concerts in the park, or taking a brisk hike with a friend. Be prepared to heighten these events and occasions with IZZE Sparkling Juice and IZZE’s creative summer entertaining suggestions.

“When I host a gathering, my favorite flavor to introduce people to is Sparkling Grapefruit. It is delicious chilled over ice or mixed in cocktails,” said John Galloway, VP, General Manager, IZZE Beverage Company. “IZZE is a refreshing, great tasting, change of pace that adds sparkle to all events and occasions.”

IZZE Sparkling Juice is an all natural blend of pure fruit juice and sparkling water with nothing artificial. It is available in seven true-to-the-fruit flavors, including *new* Sparkling Peach which rounds out the IZZE line with its peachy succulence that complements light meals and beverage mixing occasions.

Here are a few tips to heighten your summer activities with IZZE Sparkling juices:

- Picture that backyard BBQ and all the coolers filled with beer or cans of soda. As a host, you can take it to the next level by adding some stylish glass bottles of IZZE Sparkling Juices! They draw guests in offering a uniquely refreshing alternative to the expected. Mix IZZE Sparkling Juices with lemonade or tea for a non-alcoholic twist.
- For a sunny, happy bridal or baby shower, punch-up the punch bowl by mixing IZZE Sparkling Juices with sherbet or ice cream. Add a touch of champagne to truly mix it up!
- Jazz up summer drink menus by adding IZZE sparkle. Add IZZE to your favorite sangria, mojito or margarita recipe for a bubbly nuance! Get creative and garnish the glass with in-season fruits or vegetables.
- IZZE is a great picnic basket or backpack choice – especially in the 8.4 oz. can. This convenient can packs neatly away and offers bubbly, delightful refreshment that accompanies the best picnic food choices. It’s the perfect treat in nature’s fresh air!

For more information, visit [www.IZZE.com](http://www.IZZE.com).

#### **About IZZE Beverage Company**

IZZE Beverage Company was founded in 2002 by two friends who set out to create a distinctive natural beverage while contributing to a higher purpose. In 2006, IZZE Beverage Company was acquired by PepsiCo, but continues to operate independently out of Boulder, CO. IZZE is available in seven flavors: Sparkling Apple, Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Peach (new!) and Sparkling Pomegranate, and is sold in four-packs, 12-packs, single-serve 12- and 16-ounce glass bottles, and single-serve 8.4-ounce cans. It is sold nationally in Target, Starbucks and Whole Foods Market as well as in a variety of grocery stores, delis, and restaurants across the country. IZZE’s philanthropic focus is to improve people’s lives through education and to encourage literacy by providing books and educational opportunities to those in need. IZZE brings this focus to life through a partnership with Global Education Fund. For more information, visit [www.IZZE.com](http://www.IZZE.com).

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