

DISTRIBUTION CHANNELS

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IZZE Sparkling Juice offers schools an alternative to traditional soft drinks

IZZE Sparkling Juice, an all-natural blend of pure fruit juice and sparkling water, has been approved for use in schools by the United States Department of Agriculture (USDA), according to IZZE Founder and CEO Todd Woloson. IZZE Sparkling Juice,



which is free of caffeine, artificial ingredients, high-fructose corn syrup and all other refined sugars, provides a serving

of fruit, based on the USDA Food Guide Pyramid.

As regulators, trade groups and parents have stepped in to address health concerns due to the possible link between high-fructose corn syrup and childhood obesity and diabetes, schools are seeking healthy alternatives, according to an IZZE company release. However, students are not buying these healthy alternatives at the same rate as they were sugary soft drink products—ultimately leading to revenue and funding problems.

“Given the complexity of all the different regulations we have to follow now, I do not have an easy job trying to sell approved beverages to schools,” said Kristie Shriver, Ohio’s Tri State juice school foodservice sales manager, who currently distributes close to 4,000 cans of IZZE every week to 55 schools in the area. “Foodservice departments in schools are self-supported and cannot survive without this type of revenue. IZZE is a viable option because it is a win-win for everyone—students, parents, faculty and administrators alike.” For more information, visit www.izze.com. ☐