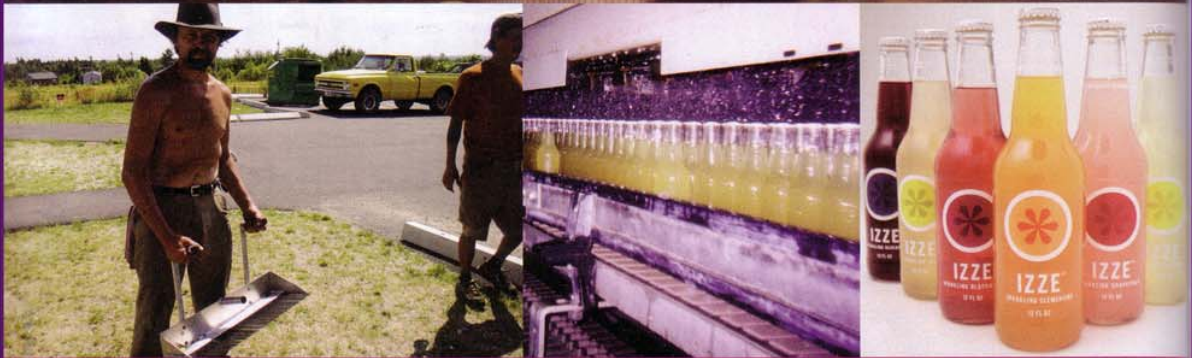


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elephant spring 2006 (humintful)

IZZE >>> HOMETOWN NATURAL SPARKLING SODA COOLS THE NATION

The secret to the success of **elephant's** latest crush, **IZZE**, is simple. **1:** offer folks something natural—that also happens to taste really, really good. We're talking unusual flavors, like blueberry (being gathered above, left), pear (our fave), pomegranate (how do they get all those seeds out of the skin?!), clementine, blackberry, lemon & grapefruit. And, **2:** put the goods in a minimalist, cheery bottle (designed by tdaad.com) that you'll want to save & put bamboo in, as we've done in our office. Only a few years after its birth over lunch one day, founders Todd Woloson & Greg Stroh have made IZZE the darling of their hometown, Boulder, Colorado—where bars serve up Dizze Dogs, Izzetinis & Get Bizzes. They've given away mucho dinero to their Project Reach, which provides education for the farmers who supply IZZE with its fruit. And they've caught the eye of The Big Boys, who, lacking the inspiration to think of something so sweet in the first place, want to buy it, milk it, & homogenize it—as they've done to Odwalla, Ben & Jerry's, myspace, etc. So stay true, Izzie—and we'll keep drinking you up, poncing about in our cycling outfits at Spruce Confections café.