



IZZE[®]
BEVERAGE COMPANY

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IZZE[®] Fast Facts

What is IZZE?

IZZE[®] Sparkling Juice, an all-natural blend of pure fruit juice and sparkling water, is free of caffeine, refined sugars and artificial ingredients. IZZE Sparkling Juice is naturally sweetened with fruit juice only.

IZZE History

In February of 2002, Todd Woloson and Greg Stroh, two friends who love good food and drink, were having lunch in Boulder, Colorado. They spoke of life and work, and how great it would be to start a company together that not only made an excellent product, but also contributed to a higher purpose. They thought about the European sodas they'd recently tried, and saw an opportunity to create an all-natural version of those sophisticated beverages; pure, simple beverages made with the highest quality ingredients that they'd be proud to produce, feel good about serving to their friends and family, and that they themselves would like to drink.

They decided to give it a go. The next few months were spent mixing bottled sparkling water with various fruit juices, trying out different concoctions on anyone and everyone who was willing. After lots of trial and equal amounts of error, they finally found the perfect blend of nourishing fruit and refreshing fizz, and in June that same year, the IZZE Beverage Company was born.

IZZE is an up-and-coming brand in the rapidly expanding market for better-for-you beverages. In 2006, IZZE Beverage Company was acquired by PepsiCo, but continues to operate independently out of Boulder, CO.

IZZE Mission

The IZZE Beverage Company produces the highest quality, all-natural sparkling fruit juices that are refreshing, healthy and pure. IZZE's philanthropic focus is to improve people's lives through education and cultural discovery and to encourage literacy by providing books and educational opportunities to those in need.

IZZE Flavors

IZZE is available in seven delicious flavors: Sparkling Apple, Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Peach (new!) and Sparkling Pomegranate.

IZZE Pricing

(Suggested retail prices)

12-ounce glass bottle: \$1.39 to \$1.69/bottle, \$4.99 to \$5.49/4-pack
16-ounce glass bottle: \$1.69 to \$1.99/bottle
8.4-ounce cans: \$.99 to \$1.25/can

Where is IZZE sold?

IZZE Sparkling Juice is sold nationally in Starbucks, Target and Cost Plus World Market stores, as well as in Wild Oats Markets, Whole Foods Market, grocery stores, and casual and fine restaurants and delis across the United States and Canada. IZZE Sparkling Juice also is available internationally in a number of European and Asian countries.

IZZE Sparkling Juices are becoming more widely available. If you don't see IZZE Sparkling Juice where you shop or dine, please ask for it.

IZZE On-line

www.IZZE.com