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pop stars

One sip of these all-natural sodas, spritzers, and fizzy finds and you'll become a fan for life

By Lisa Turner

Spritzers. It all started with Izze, that groundbreaking beverage that began as a small local business and ended up as Pepsi's latest multimillion-dollar venture. Who'd have thought that a simple concoction of juice and sparkling water would herald a new generation of hipster sodas? Simple though it is, the formula works—and it's a welcome, more-natural replacement to sugary sodas. The success of Izze sparked a handful of close imitators, some nearly identical in their names and packaging. My question: Why aren't they all organic? **Noteworthy sips:** R.W. Knudsen Grape Spritzer, Apple & Eve Fizz Ed Pomegranate Cherry, Fizzy Lizzy Lone Star Grapefruit, Switch Watermelon Strawberry.