

Taste the better side of soda: RISE launches a new line of products

RISE Better Soda

With Our fanatical approach in the lab and our passion for working with nature, we are elated to introduce Better Soda: A natural line of 3 sparkling beverages in classic soda flavours, low in sugar and filled with prebiotics to promote gut health. Better Soda is a healthy prebiotic sparkling drink that tastes even better than soda without the added sugar and with 3g of plant-based fiber per can.

What is Better Soda?

A new spin on the soda you love: Healthier, functional but more importantly, better for you. RISE Better Soda is:

- Low in Sugar, High in Taste.
- Sweetened by plants, RISE Better Soda has 10 times less sugar than the classic soda brands on the market.
- The taste is our priority. Thanks to fruit juices, natural flavours and sweeteners like stevia, the flavour corresponds to what we expect from a good soda, while keeping it completely natural . Think of it as a super-soda!
- Our label says it all: We bring you the best ingredients and above all, ingredients you recognize that are 100% natural and good for you.
- 3g of fiber in every can. That's like a whole apple's worth! A regular soda doesn't have functional ingredients. The pure tapioca root we use contains prebiotics to help with your microbiome.
- Each flavour is made with 4-5% real fruit juice. Plant-based FiberSMART™ Tapioca is the source of this superstar benefit found in every can.
- New for RISE: We're in cans! Which means the product is shelf-stable and easy to store – no need to keep in the fridge, although we recommend drinking it cold to fully enjoy all of the flavours!



Available in 3 delicious flavours: Orange, Classic Cola and Lemon Lime



Our devotion to crafting the best-tasting soda is captured in each and every flavour, which is meticulously, tested and approved by our passionate team before hitting the shelves. We're convinced that those who are looking for a flavourful soda will be excited to discover this beverage innovation – a super-soda packed with benefits they wanted all along.

Availability

Available as single can (SRP \$3.49) or as a 4-pack (SRP \$12.99), Better Soda will be launching gradually in natural food stores in February and will be made progressively available in major groceries stores nationally in Canada Spring 2023.

Press contacts

You will find a bank of high-resolution imagery to [download here](#).
To request samples or for any media inquiry, please contact Zak Com:
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