



"IT'S A LITTLE BITTER,
JUST LIKE US."

FOR IMMEDIATE RELEASE

Contact:

Bridget Kochersperger

bridget@scootermediaco.com | (513) 667-5502

Cincinnati-Made Hopwater™ Available in 100 Locations in Cincinnati, Northern KY and Dayton

Hopwater™ Reaches Significant Benchmark in Product Distribution

Cincinnati, OH— Local startup 48th Parallel announced today that its flagship beverage, Hopwater™, is now available in more than 100 retail, restaurant and bar locations in Northern Kentucky and Ohio. Strategic partnerships with Cavalier Distributing in Ohio and Beer House Distributors in Kentucky attributed to the recent expansion, including several new locations in Dayton, OH and Northern Kentucky.

The non-alcoholic hopped beverage launched in early 2015 and founders are anticipating exponential growth.

"We couldn't be happier with the progress we've seen and the partnerships we've formed in just the last three months," said Brandon Dawson, CEO of 48th Parallel. "We believe in this product, and we look forward to continuing to grow our presence in Greater Cincinnati and beyond."

Hopwater™ is a Cincinnati-made craft soda with the pleasing bitterness and aroma of hops. Each of its four flavors—Original, Grapefruit, Lime and Ginger—is 48 calories per 12-ounce serving and 48 IBU. The pleasingly bitter sparkling water is a healthy quinine-free alternative to tonic water, and can be enjoyed on its own or as a cocktail mixer.

"The response to Hopwater™ has been extremely positive, by both our partner locations and the consumers here in Greater Cincinnati," said Dawson. "You'll be seeing a lot more of us in the future, as we continue to grow and expand locally and regionally."

For a full list of locations, visit www.drinkhopwater.net/buy-hopwater.

About Hopwater™:

Hopwater™ is a non-alcoholic carbonated soda with the aroma and pleasing bitterness of hops. More than just a soda, a beer, or a mixer, Hopwater™ is the start of a brand new category of hopped beverages. It's free of noxious, unpronounceable chemicals, not overly-sweet like most sodas, and only 48 calories per 12-ounce serving. Hopwater's™ four flavors—Original, Grapefruit, Lime, and Ginger—are all delicious unadorned, either cold from the bottle or served over ice. They're also fantastic mixers, adding not just new flavors, but a whole new category to your beverage palette. Hopwater™ was developed by 48th Parallel, a beverage product and brand development company based in Cincinnati, Ohio. For more information, visit www.drinkhopwater.net.

###