



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

FOR IMMEDIATE RELEASE

Contact:

Bridget Kochersperger

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

Cincinnati-Made Hopwater™ Expands Distribution to Cleveland

Non-Alcoholic Hopped Beverage Hopwater™ Celebrates Launch with Happy Hour Launch Party at Fat Head's Brewery & Tap House on October 8

Cincinnati, OH— Ohio-based startup 48th Parallel is excited to announce that its flagship craft soda, Hopwater™, is now available in several retail locations in the Greater Cleveland area, thanks to an ongoing partnership with Cavalier Distributing. Hopwater™ will celebrate the expansion to the Cleveland market with a Happy Hour Launch Party from 5-7 pm on Thursday, October 8, at Fat Head's Brewery & Tap House in Middleburg Heights.

The groundbreaking non-alcoholic hopped beverage launched in Cincinnati in early 2015 and is currently sold in more than 180 locations throughout Ohio and Northern Kentucky.

"We've worked hard over the last several months to build on the partnerships we've made and to expand our distribution beyond Southern Ohio," said Brandon Dawson, CEO of 48th Parallel. "We believe in this product, and we are excited to share it with lovers of hops in Cleveland and the surrounding areas."

Hopwater™ is an Ohio-made craft soda & premium mixer 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 dry craft soda can be enjoyed on its own or as a cocktail mixer, and presents an all-natural, low-calorie, quinine-free alternative to tonic water.

"Hopwater™ truly is a brand new product, and is in an entirely new category of beverages," said Dawson. "It's like nothing you've ever tasted before. It's not too sweet, just a little bitter, and absolutely refreshing whether you're mixing it with your favorite spirit or just drinking it chilled."

The Happy Hour Launch Party will feature food and drink specials, and a variety of specialty cocktails made using Hopwater™. To attend the launch party, contact Brandon Dawson at Brandon@48thparallel.com.

For a full list of locations, visit www.DrinkHopwater.net/buy-hopwater/
For cocktail recipes & mixing suggestions: DrinkHopwater.net/cocktail-recipes/

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.

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