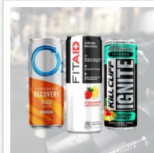


BEVERAGE INDUSTRY NEWS, REVIEWS, EVENTS, & JOBS



ALL MARKET INC. ANNOUNCES CONVERSION TO PUBLIC BENEFIT CORPORATION

JUL 20, 2021
All Market Inc., the parent company of Vita Coco, announced today that it has converted to a Public Benefit Corporation (PBC) structure, signalling an embrace of ethical, sustainable and better-for-the-planet business practices. According to the company, the PBC model provides All Market with a framework for continuing to expand its...



FEELING THE WEIGHT: BRANDS FACE HEADWINDS IN RECOVERING GYM...
JUL 20, 2021



KILL CLIFF SEALS DISTRIBUTION PACT WITH SOUTHERN GLAZER'S...
JUL 20, 2021

BEVNET BRAND SPOTLIGHT



Salt Point
Ultra Premium RTD Brand Launches New Cocktail
(Sponsored Content - Feature Your Brand)



BREW DR
PEOPLE MOVES: BREW DR NAMES DAN STANGLER AS NEW CEO
JUL 16, 2021



RTD SPIRITS GALLERY: FROM G&Ts TO BRUNCH BELLINIS
JUL 16, 2021

BEVERAGE INDUSTRY JOBS

- Production Brewer - Easthampton MA - New Cl...
 - COOP Ale Works Controller - COOP Ale Works
 - Innovation Brand Manager - Sierra Nevada Bre...
 - Regional Sales Manager - OH, MI, TN, KY (122...
- [View All - 603 Jobs](#) | [Post a Job](#)

FEATURES REVIEWS NEWSWIRE SUPPLIERS SPIRITS BEER FOOD



Athletic Brewing Secures Plans for 150K Barrel Brewery in Connecticut

by Jessica Infante, Jul. 21, 2021 at 11:30 am
Non-alcoholic craft brand Athletic Brewing has signed a lease for a new facility in Milford, Connecticut, that could triple its capacity.



Taste Radio: Embrace Being Uncomfortable. Hyper Growth May Follow.

by BevNET.com Staff, Jul. 20, 2021 at 2:36 pm
Joshua Ellis, the founder and CEO of super-premium mixer brand WithCo, explained how, despite being the company's sole employee in early 2020, he weaved together a DIY and paid social marketing strategy that fueled a surge in direct-to-consumer sales, how he's thoughtfully expanding the brand's retail footprint and what he means when he says that he's "building to sell."



Speed Dating: Industry Meetings to Accelerate Growth

SPECIAL POST FROM BevNET.com Staff
Speed Dating is a virtual networking series that connects food and beverage brands with industry experts. Brands have the opportunity to pitch top CPG investors, engage hard-to-reach retail buyers, and take away expert advice on topics like packaging, branding, and PR strategy. We set up 1:1 meetings between brands that are eager to partner and industry experts who want to help. Speed Dating is an Insider-only event designed to create meaningful conversations and generate partnerships that will help evolve your business.



Nulixir's Nanotechnology-Enhanced Ingredients are Revolutionizing the Food & Beverage Space

SPONSORED CONTENT FROM Nulixir
Nulixir, a nano-biotechnology startup based in Austin, TX, is disrupting the food and beverage industry with patent-protected nanovesicle technologies. Nulixir's unique and customizable nanovesicles optimally control functional ingredient performance both before and after consumption, enabling new possibilities for release profiles and applications, product stability, shelf-life longevity, and flavor masking.



Inside Track: Boot Camp Education To Jumpstart Your Business

SPECIAL POST FROM BevNET.com Staff
Boot Camp is a special educational series geared towards startup food and beverage companies. Hear from industry experts on topics like fundraising, formulation, operations, branding, marketing, and sales and distribution strategy. Walk away with valuable insights that will help you level up your brand amongst both consumers and industry gatekeepers.



Survey: C-store Traffic Rebounds Despite Continued Out-of-stock Pressure

by Adrienne DeLuca, Jul. 19, 2021 at 4:05 pm
Convenience store retailers remain optimistic about the beverage category's rebound as pandemic restrictions lift and consumer behaviors begin to normalize, according to the latest "Beverage Bytes" survey by Goldman Sachs Equity Research.



Watch: Category Closeup: Product Showcase - Sports Drinks

by BevNET.com Staff, Jul. 16, 2021 at 4:05 pm
After taking a deep dive into the category dynamics and trends on the Expert Analysis portion of the show, the focus for this month's episode of Category Close-Up: Sports Drinks shifts to the brands that are driving the action on-shelf in retailers nationwide.



BEVNET VIRTUAL EVENTS

BevNET Live Winter 2021
Santa Monica, CA • Dec. 6 + 7, 2021
Early Registration Open

RECENT ARTICLES

FEATURES NEWSWIRE SPIRITS BEER

- The a2 Milk Company Launches Half And Half
 - Reed's Gets Back To Real With A New Creative ...
 - Rhythm CBD Seltzers Drops Limited Edition 25...
 - Horizon Beverages Enters CBD Drink Market in...
 - Enhanced Sparkling Water Brand FREE RAIN A...
 - Lipton Iced Tea And T-Pain, AKA "Cousin T," La...
 - OLIPOP Launches New "Classic Grape" Flavor
- [View All](#) | [Submit News](#)

CONTENT CALENDAR

Category Close-Up: Expert Analysis - Cereal
07/21

VIDEO: REWATCH RECENT VIDEOS

BevNET's video content includes thousands of video interviews with leading industry experts and topics such as investing, e-commerce, branding, current events and more.



Category Close-Up: Sports Drinks - Product Showcase

Jul 16, 2021 at 3:07 pm



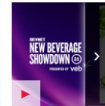
Category Close-Up: Expert Analysis - Sports Drinks

Jul 14, 2021 at 4:07 pm



New Beverage Showdown 21 Finals - Happy Being

Jul 13, 2021 at 3:07 pm



New Beverage Showdown 21 Finals - avocadom

Jul 13, 2021 at 2:07 pm



Molson Coors-Backed Truss Expands Veryvell RTD CBD Beverages and Drops Statewide in Colorado

by Jessica Infante, Jul. 16, 2021 at 2:15 pm

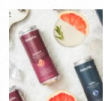
Veryvell, the line of CBD beverages and drops from Truss CBD USA, the joint venture backed by Molson Coors and Canadian cannabis company HEXO, will roll out to on- and off-premise retailers throughout Colorado.



Jones Soda Sets Stage to Enter Cannabis Market

by Brad Avery, Jul. 15, 2021 at 5:54 pm

Over two years after cannabis industry investment firm SOL Global took a minority stake in Jones Soda, the Seattle-based craft soda maker is finally preparing to launch infused edibles and beverages. Yesterday, Jones issued a \$2 million unsecured convertible debenture to SOL Global and entered a non-binding term sheet with Canadian reporting issuer Pinestar Gold Inc.



Distribution Roundup: CarryOn Expands Reach At Sprouts; BioSteel Partners With Provi

by Adrienne DeLuca, Jul. 15, 2021 at 4:35 pm

In this week's distribution roundup: CarryOn Wellness expands its presence in Colorado Sprouts Farmers Market stores, BioSteel partners with B2B e-commerce platform Provi and Kona Gold Beverages signs an agreement with Central City Distribution.



Category Close-Up: Expert Analysis - Sports Drinks

by BevNET.com Staff, Jul. 15, 2021 at 2:10 pm

This month's episode turns its focus to sports drinks, as consolidation at the top is balanced by rapid innovation and disruption from the category's rising new generation.



Pressed Juicery Rebrands to 'Pressed', Emphasizing Broader Offerings

by Brad Avery, Jul. 14, 2021 at 5:39 pm

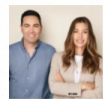
Having long ago expanded its product offerings beyond the purview of juice, Pressed Juicery announced today that it has rebranded, simplifying its name to Pressed. The refresh will include updated packaging for the brand's wholesale CPG line as well as a comprehensive redesign for its more than 90 stores across the country.



Federal Decriminalization of Marijuana Proposed in Senate

by Zoe Licata, Jul. 14, 2021 at 4:15 pm

Senate Majority Leader Chuck Schumer introduced draft legislation today that would federally legalize marijuana.



Jessica Biel Joins Kinderfarms As Co-Founder

by Adrienne DeLuca, Jul. 14, 2021 at 3:30 pm

Seeking to extend its reach beyond the hydration category and create a clean-ingredient, family-oriented wellness platform brand, Kinderlyte this week introduced both a new brand identity, Kinderfarms, and co-founder - actress Jessica Biel - along with announcing the launch of a kid-focused line of plant-based protein shakes.



Suja Acquired By PE Firm Paine Schwartz

by Martin Caballero, Jul. 13, 2021 at 5:17 pm

Cold-pressed juice brand Suja Life has been acquired by investment group Paine Schwartz Partners, the company announced today. Financial terms of the deal were not disclosed.



PepsiCo: Q2 Net Revenue Surges as Consumer Mobility Returns

by Brad Avery, Jul. 13, 2021 at 2:43 pm

Fueled by the resurgence of on-premise accounts and increased consumer mobility, PepsiCo net revenue surged 20.5% to \$19.2 billion in Q2 2021, beating already-optimistic analyst expectations. According to an earnings report released today, organic revenue growth increased 12.8% in the quarter, up from 7.4% last year.



Nielsen: Overall Gains Offset By Growth Slowdown

by Martin Caballero, Jul. 13, 2021 at 12:21 pm

Non-alcoholic beverage sales slowed across all channels over the two-week period ending on July 3, 2021, according to an analysis of Nielsen data by Goldman Sachs Equity Research. Yet overall growth remains positive - on a two-year stack basis, total non-alcoholic sales are up 15.5% - and growing momentum behind the on-premise channel (+5.1% over the two weeks) are causes for optimism.

[Older Entries >](#)

Category Close-Up: Product Showcase - Cereal
07/22

Investor Speed Dating: Beer & Beyond
07/22

Office Hours
07/27

Elevator Talk Episode 39: Emerging Beverage Brands
07/28

[View the Full Content Calendar >](#)

BEVNET & NOSH

Become an INSIDER

Each month is packed with new shows, events and business insights to improve your game.

[JOIN](#)

BEVNET

CONTACT

Advertise / Media Kit
Event Sponsorship
About Us
Contact Us
Submit News

FOLLOW

✉ Newsletter
f Facebook
t Twitter
i Instagram
y YouTube

RESOURCES

BEVNET
BevNET Live
BevNET Magazine
Taste Radio Podcast
NOSH

NAVIGATE

Beverage News
Free Newsletter
Industry Events
Beverage Jobs
Survey Software

