

(NEW YORK, NY) – Just in time for raspberry season, Fizzy Lizzy, a line of all-natural beverages consisting of fruit juice and sparkling water, has reformulated their Pacific Raspberry Lemon flavor. The new recipe enhances the raspberry flavor while reducing calories by 33% and sugars by 31%. Like all Fizzy Lizzy flavors, it has no preservatives, additives, corn syrup or extra sugar. Bottles with the new formula are currently available in stores.

Fizzy Lizzy is the premium brand in America’s exploding “healthy alternative to soda” category. The carbonated beverage stands well on its own, but is just as refreshing when replacing club soda or seltzer in a drink. The company won two silver awards (for “Outstanding Product Line” and “Outstanding Cold Beverage”) at the prestigious *Fancy Food Show* in July 2007. It has been lauded in media ranging from *Food & Wine Magazine* to *Good Morning America* to *The New York Times*.

“I started Fizzy Lizzy because I always mixed fruit juice and sparkling water but could never find such a drink in stores,” said Morrill. “Spritzers abound in health food stores but the leading brands use filler juices (like white grape juice) as their main ingredient, which makes them highly sweet and caloric. Fizzy Lizzy uses more authentic ingredients in our recipes (for instance, the only juice you’ll find in our “Costa Rican Pineapple” is pineapple!). And we blend each flavor with sparkling water to make it more refreshing still. As a result, Fizzy Lizzy is much more healthful and natural in taste. The integrity of our ingredients distinguishes us from every other brand.”

Fizzy Lizzy is available in eight flavors (the other seven are Gulf Coast Tangerine, Red Hill Pomegranate, Costa Rican Pineapple, Mount Fuji Apple, Lone Star Grapefruit, Yakima Valley Grape, and Northern Lights Cranberry), with an average of 60% juice per bottle (40% sparkling water) and 100% of the RDA for Vitamin C. For more information, please visit www.fizzylizzy.com or call 800-203-9336.

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