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Reed's Inc Expands Virgil's Cola Line with Introduction of Virgil's Diet Cola

Business Wire News Releases

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Reed's, Inc. (REED) announced today that it has launched a new diet version of its Virgil's cola line. Virgil's Diet Real Cola, which is currently offered through select natural food accounts, is expected to launch nationwide to over 1,000 supermarket accounts. The product is offered in 12 oz long neck bottles and packaged as a 4-pack.

Virgil's Real Diet Cola is a classic cola recipe made naturally using the finest cola ingredients and contains no artificial sweeteners. The premium diet cola is infused with tastes from around the world including Kola Nut, clove bud oil, vanilla, cinnamon, nutmeg, cassia oil, and orange, lemon and lime oils.

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"We are very excited to announce the addition of our Diet Cola for the Virgil's brand," said Christopher Reed, Founder and CEO of Reed's, Inc. "Virgil's Diet Cola expands upon the Virgil's cola line which we successfully introduced within the mainstream marketplace in March of 2008. While currently distributed through select natural foods accounts, the feedback has been extremely positive and we look forward to making Virgil's Diet Cola available to mainstream supermarket accounts nationwide. We continue to see significant opportunity to leverage the strength of the Virgil's brand name within the natural foods and mainstream channels by offering diet versions of our popular flavors."

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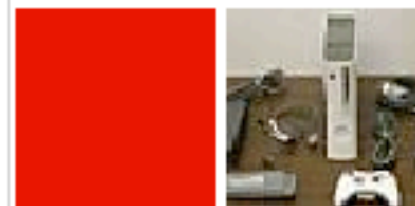
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