

## Chris Reed (REED) Weighs in on the Natural Soft Drink Industry



The economy is in a crunch but that isn't the impression you're left with after a conversation with Chris Reed, the founder of Reed's natural soda. The maker of the top-selling natural soft drink was on the cover of "Beverage World" this month and the accompanying article entitled 'Some Serious Soda,' heralds him as the leader of the revolution in craft soda. The rise of organic grocery stores like Whole Foods have opened the door for [companies](#) like [Reed's \(NASDAQ:REED\)](#) who are able to brew their products with more TLC and less chemicals than traditional beverage makers. Customers are responding to the difference and the sales of Reed's reflect that.

"People ask 'are you in the same economy we're in?' "said Reed who just last week announced an expected [sales](#) increase of around 30% year-over-year for 2010. "These are best times of our lives we're making the most [money](#) we've ever made," he added.

Things might just get better though, or that's what "Beverage World," anticipates, comparing the current positioning of craft sodas to the tremendous [success](#) of craft beer brewers in the otherwise stagnant beer market.

The success of craft beer and craft soda is representative of a public desire for a flavor experience that's out of the ordinary, one that can only be achieved through the use of top notch ingredients and careful process. It's an avenue that can now be explored on a mainstream level as the number of natural food markets and organic grocery stores continue to grow. It's also the reason that [Reed's](#) sales are expected to reach \$20 million this year from \$15 million in 2009.

The popularity of organic food stores isn't the only thing boosting up [Reed's](#) sales though. Its owners commitment to the product is what's pushing bottles of the company's popular ginger brew and root beer off the shelves.

"I'm the most passionate crazy guy out there in terms of being a foodie in the soft drink industry," says Reed, explaining the importance of using real ginger in the company's ginger brew.

He also credits Reed's success to the company's [business strategy](#) which includes creating not only the sodas they sell under their own brand names but the ones they produce for major retailers.

"It's not just because we're making artisan sodas, it's because we've got a great grounded [business](#) model," he said of reaching the milestone of being honored "Beverage World"

Date: 22 December 2010

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