

ADVERTISEMENT



Join our exclusive, invitation-only, community of senior IT leaders now...

Drinks BUSINESS Review

Search this site:

GO

[Advanced Search](#)

HOME

- Latest News
- Comment & Opinion
- Industry Metrics
- Newsletter Sign-up

ANALYSIS CENTERS

- Alcoholic Drinks
- Soft Drinks
- Hot Drinks

RESOURCES

- Company Data
- Events & Webinars
- White Papers

INTELLIGENCE STORE

- Latest Research
- Browse by Industry
- Best Selling Reports
- Industry Profiles
- Customer Service

ABOUT US

- Meet the Team
- RSS Feeds
- Advertise with us
- Contact us
- Privacy Policy

Reed's expands partnership with Earth Fare

11th August 2008

By Staff Writer

Reed's has formed an expanded partnership with Earth Fare, a natural foods retailer based in North Carolina. The retailer has agreed to partner with Reed's to offer the full Reed's & Virgil's lines of natural sodas throughout all of its existing 15 locations.

According to Reed's, the partnership will expand the presence of Reed's and Virgil's brands within all Earth Fare locations throughout North Carolina, South Carolina, Georgia and Tennessee.

Christopher Reed, founder and CEO of Reed's, said: "As a leading retailer of natural and organic products across its market area, Earth Fare represents a significant opportunity to increase brand awareness across the southeast US."

Eddie Pearson, vice president of natural food sales for Reed's, said: "We believe that our enhanced 'partner-with-purpose' marketing plan with Earth Fare will drive increased awareness throughout its market area."

- Printer Friendly
- Email Article
- Your Comment
- Post to del.icio.us
- Digg this story



Join our exclusive community of senior IT leaders now...

RELATED ARTICLES

- Reed's secures deal with Burke Distributing Corporation**
1 Nov 2007
- Reed's to launch new products in France**
21 Apr 2008
- Crescent Marz Beverage to distribute Reed's product line in New Jersey**
28 Dec 2007
- Kroger supermarkets to carry select Reed's and Virgil's products**
28 Jul 2008
- Reed's launches extra ginger brew long necks**
19 Dec 2007

COMPANIES MENTIONED

No companies found

WHITE PAPERS

No White Papers Available



Join our exclusive, invitation-only, community of senior IT leaders now...

YOUR OPINION...

[Comment on this Article](#)

NEWSLETTER SUBSCRIPTIONS

Sign up to our weekly newsletters for the latest industry news & comment.

- Alcoholic Drinks News
- Drinks Digest
- Soft Drinks News
- Business Digest
- Hot Drinks News

Food | Drinks | Pharma | Tech
Energy | Banking | Insurance | Auto

©2008 Progressive Media Group