

100% NATURAL  
NOT TOO SWEET™



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**For Immediate Release**

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## **GuS – Grown-up Soda Continues its West Coast Expansion with BevMo! and The Coffee Bean & Tea Leaf Chains**

NEW YORK, New York (October 1, 2009) – **GuS – Grown-up Soda**, the line of 100% natural, less-sweet sodas announced its west coast expansion into the BevMo! chain spanning California and Arizona and an initial 50 locations of The Coffee Bean & Tea Leaf chain in Southern California. Roll-out of GuS Sodas will continue into 200+ Coffee Bean & Tea Leaf locations throughout California in the coming months.

“Obtaining distribution in BevMo! and The Coffee Bean & Tea Leaf makes perfect sense for our line of natural, lower-calorie sodas,” said Steve Hersh, co-founder and president of GuS – Grown-up Soda. “They offer only the highest quality beverages and food to a discriminating clientele.”

BevMo! will feature GuS flavors that work well as cocktail mixers: Dry Pomegranate, Dry Cranberry Lime and Dry Meyer Lemon. Four-packs will be promoted along with cocktail recipe cards for the *GuS & Goose* (GuS Dry Pomegranate cross-promoted with Grey Goose®), the *GuS-mopolitan* (an easy Cosmo using GuS Dry Cranberry Lime) and the *GuS-ito* (a rum drink with GuS Dry Meyer Lemon.)

The Coffee Bean & Tea Leaf will carry four leading flavors of GuS in their ready-to-drink coolers: Dry Meyer Lemon, Star Ruby Grapefruit, Dry Cranberry Lime and Extra Dry Ginger Ale.

### **About GuS – Grown-up Sodas:**

Launched in 2003, GuS was what the husband-and-wife founders were seeking in a beverage: something not as sweet as typical sodas and juice drinks. Taking inspiration from his father, who added seltzer to everything, Steve Hersh (formerly a packaged goods marketer) and Jeannette Luoh (formerly a lawyer) crafted a line of 100%-natural sodas containing real juice and extracts in distinctively dry flavors. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at [www.drinkgus.com](http://www.drinkgus.com). Contact Steve Hersh at [steve@drinkgus.com](mailto:steve@drinkgus.com).

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