

100% NATURAL
NOT TOO SWEET™



Utmost Brands, Inc.
424 East 57th Street,
Suite 3C
New York, NY 10022
tel: 212-355-7454
fax: 212-208-4444
press@drinkgus.com
www.drinkgus.com

For Immediate Release

Contact: Steve Hersh, 917-763-4102, steve@drinkgus.com

GuS – Grown-up Soda Introduces Dry Root Beer Flavor

NEW YORK, New York (December 1, 2011) – **GuS – Grown-up Soda**, the New York City-based line of less-sweet sodas introduces its Dry Root Beer, a 100% natural and lower-sugar alternative to mainstream root beers. Made with real birch oil, natural vanilla and clove, with a light sweetness from cane sugar, GuS Dry Root Beer delivers a unique taste that sets it apart from typical syrupy sweet root beers. With only 95 calories, a full 40% less sugar than the average 160 calorie root beers, GuS is heavy on authentic root beer flavor and light on sugar aftertaste.

The new flavor debuts in December in specialty and health food grocery stores, gourmet eateries, cafes and upscale restaurants. Says co-founder Steve Hersh,

“In response to the many requests from loyal GuS drinkers for a root beer made in the less-sweet GuS style, we felt the time was right to answer the call. Given the success of our Extra Dry Ginger Ale and Dry Cola, the addition of another classic American flavor to our line makes perfect sense.”

Available in single 12-ounce glass bottles sold in 4-pack carriers, Dry Root Beer joins the existing GuS flavors: Extra Dry Ginger Ale, Dry Cola, Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Cranberry Lime, Dry Pomegranate and Grape Black Currant. As with all the GuS flavors, it is a distinctively dry soda that is lightly sweetened with cane sugar, gluten-free, caffeine-free, vegan and kosher.

The flavor has already debuted in Los Angeles, San Francisco, Boston, Chicago, Vermont and New Hampshire. In New York, GuS Dry Root Beer can be found at Zabars, Whole Foods Market, Fairway Market and growing number of fine food establishments.

Fast Facts about GuS Dry Root Beer:

- 100% natural
- Made with real birch oil, vanilla, clove and other natural spices and extracts
- Lightly sweetened with cane sugar
- Only 95 calories per 12-oz. bottle (others average 160 calories)
- 24g carbs. per bottle (others average 40g)
- Caffeine-free, gluten-free, vegan, kosher

About GuS – Grown-up Sodas:

Launched in summer 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.