



**Contact:**  
Margee Macdonell  
Formula (619) 234.0345  
[macdonell@formulapr.com](mailto:macdonell@formulapr.com)

## **SOMA BEVERAGE COMPANY ANNOUNCES 400 PERCENT GROWTH FOR METROELECTRO BRAND**

*Top-Selling Premium Beverage Manufacturer Projects Continued Nationwide Expansion over the Next Three Years*

**SAN FRANCISCO** (June 18, 2010) — [Soma Beverage Company](#), leading beverage manufacturer and pioneer of the mintwater category, today announced an impressive 400 percent growth so far this year for its [Metroelectro](#) premium water, the world's first micronutrient water, providing excellent, all-natural hydration through a refreshing combination of purified water and vital nutrients. Additionally, the company projects triple digit growth for the brand over the next three years.

“We believe the rapid but steady growth we’ve witnessed for the Metroelectro brand is a true testament of consumer demand for a premium beverage that also answers a specific need,” said Rio Miura, co-founder and beverage designer, Soma Beverage Company.

The growth is primarily credited to increased national distribution, including product availability in all 6,800 U.S. Starbucks locations, Whole Foods and Kroger, along with the introduction of one liter bottles in January 2009. Soma Beverage Company has also invested efforts to grow the brand through integrated marketing including social media, event sampling, in-store merchandising and public relations. Further, Metroelectro has become the official sponsor of The West Coast Conference, a nationally recognized Division I intercollegiate athletics organization.

Distribution for Metroelectro has steadily increased over the last year, most notably in the Southwest region, with Los Angeles, San Francisco, Phoenix, Seattle and Portland as the top five selling markets.

According to the company, Metroelectro is the leading premium beverage in the market that not only boasts electrolytes to replenish essential minerals but also antioxidants to protect cells from damage and zinc to boost the immune system. Engineered for high-performance, Metroelectro contains nothing artificial – no sugars, sweeteners, colors, or calories, offering active- and health-minded individuals an ideal alternative to high-calorie energy and sports drinks.

### **About Soma Beverage Company**

San Francisco-based Soma Beverage Company, LLC. is an innovative brand leader widely recognized for pioneering the mintwater beverage category. Since its introduction in 2004 by founders Rio Miura and Scott Lowe, its original, award-winning Metromint has become one of the top 10 selling premium bottled waters in the natural foods category.

An idea-driven company that carefully balances science with nature, through its state-of-the-art purification process, Soma Beverage Company is widely known for combining pure ingredients,

innovative packaging and extraordinary taste. Metromint and Metroelectro have an avid consumer fan base in the U.S. and Canada.

[www.metroelectro.com](http://www.metroelectro.com)

[www.somabeverage.com](http://www.somabeverage.com)

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