

**05 00 2008 - IZZE And The Healthier Soft-Drink**

Five years ago, Todd Woloson and Greg Stroh set out to create a healthier alternative to the soft drink; with their eyes on environmentally friendly production and natural ingredients, the duo's work of art - IZZE - was born. Today, their combination of fruit juice and sparkling water is available in everything from Clementine to Grapefruit and can be found in coffee shops, grocery stores, and elementary schools alike.



With three different varieties, IZZE has quickly become the drink of choice for those in search of soft-drink alternatives across the country. Traditional IZZE, a simple combination of sparkling water and fruit juice, is now offered in a variety of different flavors including Pomegranate, Apple, Grapefruit, Blueberry, Clementine, Peach, & Blackberry. Fortified IZZE, a smaller, vitamin-infused take on the company's original formula comes in cans and is the most wallet-friendly version



Over the years, IZZE has become easier and easier to find. Starbucks has long been a proud supporter of Todd and Greg's concoction and still offers a variety of their products in nearly all of its stores throughout the country. Of course, IZZE is also available beyond individual servings from retailers including Target and Amazon. In fact, if you fall in love with a certain flavor, you can now to IZZE and have a case delivered to your door each month at a discount. To sweeten the deal, Amazon will even pay to ship everything to you each month.





Beyond the surprisingly healthy beverage, IZZE is just as good on the outside as it is on the inside. The company's simplistic logos and catchy name make it an attractive alternative to less-healthy and less design-oriented soft-drinks - a plus considering that soft-drinks are a primary contributor to America's ongoing obesity crisis. If you haven't had the chance to try it yet, it's definitely worth a test-sip; your taste-buds and doctor alike will thank you later.