

La Croix sinks other seltzer drinks

By **Lorin Enns** - December 17, 2018

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Few things can truly top the beauty that is a crisp can of La Croix, although not everybody would agree. When it comes to this delicious sparkling water beverage, people are typically divided: they either love it or hate it. Seltzer water, an invigorating fizzy beverage, gives the experience of soda without the mountain of sugar. Despite what the haters and internet trolls will say, La Croix is a refreshing, zero-calorie drink that everybody needs to start sipping.

The fight for the best sparkling seltzer water has become something of a community bicycle: everybody wants a ride. Dasani Sparkling, Bubly, Perrier, Pellegrino, and Voss are only a handful of the other companies dipping their straws into the sparkling water pool. Yeah, some of these are pretty good. Sure, Pellegrino is labeled as “mineral water” and served in fancy restaurants to make people feel better about themselves (because fancy is always better), but none of these wannabes can meet the standards of La Croix, the almighty Wisconsin-based Rockefeller of the sparkling water industry.

Let me tell you why La Croix is the best, friend. You see, La Croix has these bubbles, these small, soft bubbles that, unlike the other brands, will not stab your nostrils with carbonation. Competitors have a tendency to attack their product with bubbles, flaring up their consumers’ acid reflux and ruining their Tuesday night. La Croix has just enough carbonation to tickle the taste buds and comfort them instead of murdering them.

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