

Have You Been Pronouncing La Croix Wrong This Entire Time?

Arielle Tschinkel · Apr 9, 2018

Since you're probably sipping the bubbly bev on the regular these days, we have some bad news: You might be [saying La Croix totally wrong](#). La Croix lovers have plenty to debate, from the most [refreshing and delicious flavor](#) to whether it's a healthy alternative to soda or actually [harming your health](#) (eek!), but this week's *Southern Charm* brought up yet *another* argument for the ages: *How the heck do you say it?*



Naomie Olindo, a native of France, told the group it was pronounced “La Kwah” with Kathryn Dennis insisting it’s pronounced “La Croy” like enjoy... which makes sense, since we very much do. [According to the brand itself](#), Kathryn is the winner here, which makes it so much easier for us to remember as we continue to hoard it by the case.

If you're wondering exactly how and why [La Croix](#) got its name, it's because it was created by the G. Heileman Brewing Company, based in La Crosse Wisconsin. The name was created due to its proximity to Wisconsin's St. Croix River, designed to bring [sparkling water](#) to the masses as an anti-Perrier... so there's nothing particularly French about it.

Though it's been around since 1981, our [La Croix obsession](#) has hit an all-time fever pitch in the last few years as millennials say “buh bye” to sugary sodas and helloooo to [sparkling water](#) for a refreshing, low-calorie kick. So there you have it. Bottoms up, La Croix devotees!

How do you pronounce La Croix? Let us know [@BritandCo](#).