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# Seltzer's fizz can add fun to summer sipping

## Sparkling water grows in popularity

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Seltzer: It's fizzy, delicious and refreshing on a hot summer's day.

As some people shy away from sugary soda or artificial sweeteners, they're still craving a bubbly beverages, which is where LaCroix stepped up and filled a void.

While not the only seltzer on the market, LaCroix is the most iconic, first coming on the scene in the early 1980s.

LaCroix was first canned in LaCrosse, Wisc., near the St. Croix River. So it's pronounced "la-croy," not, "la-kwah," according to information on the beverage's website. It was actually created to be the anti-Perrier, which was imported from France.

Here are a few more facts about the popular zero-calorie sparkling beverage:

Read more here: [https://www.aberdeennews.com/life/food/seltzer-s-fizz-can-add-fun-to-summer-sipping/article\\_de790a30-4836-5003-a317-0ad7758a3dce.html](https://www.aberdeennews.com/life/food/seltzer-s-fizz-can-add-fun-to-summer-sipping/article_de790a30-4836-5003-a317-0ad7758a3dce.html)