

Why this sparkling water is the #1 favorite in the U.S.



Mike Timmermann | Monday, July 11th 2016



Image Credit: Flickr/Alissa Walker

As soda sales have fizzled for more than [10 years in a row](#), there's one brand of sparkling water that's attracting new fans by the day: LaCroix. It's been around for more than three decades, but many people are just now discovering it.

Why everyone is drinking LaCroix sparkling water

Once a well-kept secret among Midwestern moms, [according to Vox](#), you're now more likely to see a millennial carrying a flashy can of LaCroix.

Why? Read on for 10 things to know about the sparkling beverage!

Nothing artificial

LaCroix [describes itself online](#) as a healthy alternative to those artificially sweetened beverages that you see in the store.

Translation? No calories. No artificial sweeteners. No sodium. No caffeine.

The company says, "The flavors are derived from the natural essence oils extracted from the named fruit used in each of our LaCroix flavors."

So. Many. Flavors.

Speaking of those flavors, there are 20 of them to choose from, which is up from just six flavors in 2004, [according to KARE-TV](#) in Minneapolis.

Each flavor comes in a colorful can that's 100% recyclable:

- Passionfruit
- Mango
- Apricot
- Pamplemousse
- Cran-Raspberry
- Berry
- Orange
- Pure
- Lime
- Lemon
- Coconut
- Peach Pear
- Tangerine
- Pomme Bayá
- Cerise Limón
- Piña Fraise
- Kiwi Sandía
- Melón Pomelo
- Muré Pepino
- LaCola

What's in the name?

To understand the name, you have to know that LaCroix started in Wisconsin around 1981.

“La” was taken from the city of La Crosse, and “Croix” hails from the St. Croix River, which flows between Wisconsin and Minnesota.

Wait a sec, how do you say it?

La-CROY. Just remember, it rhymes with ‘enjoy.’

LaCroix is a lifestyle

What do people love more than drinking LaCroix? Being seen while drinking it!

Using the hashtag #LiveLaCroix, people are sharing pictures of themselves drinking LaCroix from sea to shining sea. It's part of a summer contest that has a [five-day vacation](#) as its grand prize.

And don't be surprised if you see someone wearing a t-shirt that says “LaCroix Over Boys.” They [sell for \\$25](#).

Skyrocketing sales

Need more proof that LaCroix is on fire? Sales of the drink have jumped from \$65 million in 2010 to \$226 million in 2015, [Business Insider](#) has reported.

LaCroix is the best-selling domestic sparkling water brand in America, according to the company.

Don't call it seltzer

According to a company website, seltzer is water with carbonation that may or may not contain sweeteners or added flavors, as well as varying amounts of sodium.

LaCroix is carbonated water, but it's sodium-free and contains only natural flavors.

Mix things up

While many LaCroix fans drink it straight from the can, [Pinterest](#) is full of ideas for those who want to transform it into an adult beverage.

LaCroix has its own [list of recipes](#), including some non-alcoholic choices, on its website.

LaCroix is Whole30 approved

Know anyone who has been through the [Whole30 Program](#)? LaCroix is one of the few beverages, besides plain water, that dieters can drink.

Sale? Stock up!

Budget-minded fans of LaCroix have learned to stockpile when LaCroix goes on sale at discount stores like Costco, Walmart and Target.

[Walmart.com](#) sells an 8-pack for \$3.18, which is about 40 cents a can. To give you a comparison, Walmart lists a 12-pack of Diet Coke for \$4.48 -- about 37 cents per can.

And to save even more, Kate from [Clark.com](#) suggests trying the Kroger brand.

Read more here: <http://www.clark.com/this-sparkling-beverage-is-taking-over-the>