

Here's Why Everyone Can't Stop Drinking LaCroix

While the beverage has been around for decades, there's a reason why it's recently gotten so popular.



By Marlis Cepeda Jun 23, 2016

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In the land of sparkling water, there are several fan favorites, but there's only one LaCroix. The beverage has been around for over 30 years, but as of late, it seems that the drink is making a splash everywhere.

Publications from the *New York Times* to the *Wall Street Journal* have recently raved about the sparkling, zero-calorie, sugar-free beverage. Over on Instagram, search #LaCroix or #VivaLaCroix, and you'll find over 70,000 posts from Instagram users who just can't get enough.



But how does a drink that has seemingly spent decades under the radar suddenly become the hottest It beverage? In short, according to an in-depth [investigative report from Vox](#), it's because Americans [are drinking less soda](#). More than ever, people are becoming more conscious of the health consequences of frequently consuming the sugary, high-calorie beverage. In fact, bottled water is set to surpass soda as the most consumed beverage in the country.

Aware of soda's impending downfall, LaCroix spotted an opportunity and maneuvered a strategy that swiftly took them from being an unknown brand to a beloved one. As Vox's [Libby Nelson](#) and [Javier Zarracina](#) write:

"When Americans decided they wanted fizzy water, National Beverage [the makers of LaCroix] and its 12 bottling plants were ready. They shipped the product to more stores nationally than ever before, including Whole Foods."

In addition to being more readily available, LaCroix also ramped up its flavor options. It went from having six varieties in 2004 to having 20 of them as of 2015. With a variety of unique flavors and fewer health consequences than soda, it's no wonder why LaCroix has become the beverage choice du jour. (Plus, it's delicious when added to cocktails.)

You can read more about LaCroix's rise to sparkling water market domination over at [Vox](#). (From: [Country Living](#))

Read more here: <http://www.cosmopolitan.com/food-cocktails/a60367/lacroix-water/>