

did you know?

Learn something new.



7 Things You Will Now Learn about LaCroix Because We All Love It So Much

 Justin Gardner

7. First, let's get this straight. Pronunciation = "La-Croy"

Yep, sounds like fake French, but it's not really. It was originally made in La Crosse, Wisconsin. And there's this river called St. Croix that makes up Wisconsin's western border. [Put those two together and voila:](#) LaCroix.

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6. It has very humble beginnings

Yeah, it's owned by a massive company now, but the sparkling water [got started in 1981](#) as a kind of "anti-Perrier." Basically, Perrier was considered snooty, so in popped La Croix. It was originally canned at G. Heileman Brewing Company of La Crosse, Wisconsin.

5. Feel the FIZZ

In 1992, [La Croix was acquired by National Beverage Corp.](#), which trades on the NYSE as FIZZ. In 2009, the stock was trading for roughly \$8.50. Nowadays, it's trading for \$70. So yeah, bubbly water can turn into BIG bucks. (NOTE: This is not investing advice!)

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