

# GOOD HOUSEKEEPING

## You've Been Saying "LaCroix" Wrong This Whole Time

Luh ... *what?*



Candace Braun Davison

GH By Candace Braun Davison JUL 11, 2016

296



Home Free host **Tim Tebow** isn't the only one who's crazy about LaCroix, the subtly flavored sparkling water brand. It's developed its own cult following, inspiring "LaCroix Over Boys" tees and **more than 70,000 #LaCroix and #VivaLaCroix posts on Instagram.**

As people move away from soda, this zero-sugar, zero-calorie drink only keeps growing in popularity, but as it does, there's still some debate over how to say the name. If you're French, or studied French in school, you might pronounce it *luh kwah*, or even *luh krah*. Many people do, including the LaCroix devotee in this popular Facebook video, which is creeping toward 1 million views.

Technically, though — and this is where we push our imaginary, taped glasses up the bridge of our noses, finger wagging — the company pronounces its name [la croy](#). As in, rhymes with "enjoy."

If that offends your aural sensibilities, consider this: The brand is originally from LaCrosse, Wisconsin, and it's pronounced the same way you would the St. Croix River that runs along the western border of the state, [Vox reports](#). Though it was purchased by National Beverage in 1996, it didn't mess with the pronunciation.

No matter how you say it, the drink tastes the same, and people probably won't shame you out of the room if you go the European or Midwestern route. But hey, it could be the question to an answer on *Jeopardy* or something, changing the course of your entire life (or, at the very least, earning you who-knew bragging rights). The more you know.

Read the full article here: <http://www.goodhousekeeping.com/food-recipes/news/a39340/how-to-say-lacroix/>