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## Instagram, "indie" appeal help boost sales of LaCroix among millennials

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An Instagram following and cans designed with "indie" appeal not associated with a brand have contributed to the popularity of LaCroix sparkling water among health-conscious millennials, according to BevNet editor-in-chief Jeffrey Klineman. LaCroix sales have increased 45% to an estimated \$120 million since last year, Klineman said.

Full Story: [Bloomberg](#)

More Summaries: [LaCroix](#), [Instagram](#)



Read more here: <http://www.smartbrief.com/s/2015/08/instagram-indie-appeal-help-boost-sales-lacroix-among-millennials>