

Where to find Texas craft sodas in DFW



Aqua Pop

Rob Peters plays guitar in the Denton band [Wirewings](#) but sometimes he has to skip practice sessions.

“Sometimes I bail because I’m bottling,” he says.

That’s because Peters’ other job is as the founder of [Aqua Pop](#), a company that makes fruit-infused, carbonated drinks that have just hit the market in the last five months.

“My wife was bringing home [sparkling water brands] like LaCroix home and I don’t know what it was about but I just started dabbling,” he says of when his first inspiration struck about two years ago. “She’s kind of a Coke drinker, and she was using [carbonated water] to wean her Coke cravings.”

He says what makes Aqua Pop different from other flavored waters is that he uses fresh fruit. So far, it comes in three flavors: lemon, lime and grapefruit.

“That’s what makes it different from LaCroix or Topo Chico. Those are all coming from extracts or essences,” he says.

An art director and creative director by trade, Peters came up with a concept though many told him “the beverage landscape is incredibly competitive so I was warned several times about that.”

He began self-distributing about five months ago and Aqua Pop is available in more than 40 locations in North Texas, mostly independent, non-chain stores. He thinks that the fact that he’s local gives him an advantage over his water competitors.

“I put ‘local’ on there. I think people like the idea of supporting a local,” he says. “I want to be identified with this area and I want to be identified with Texas.”