

Why LaCroix Sparkling Water Is Now Everywhere

 SARAH LEWTON · JUNE 29, 2016



In the world of cutting calories and minimizing sugars, drinks seem to be the easiest place for us to start. Many Americans are moving on from [high-calorie sodas](#) (or pop depending on where you are from) to the more natural, healthier option, water.

So how do they break the addiction to bubbles? Simple, they don't have to. Instead they get their fizz from sparkling water and blazing the trail in this market is LaCroix. When Americans were ready to move on from their high-calorie sodas the National Beverage company, which makes LaCroix, was poised to make a splash.

Since LaCroix has been around since the '80s, twelve factories were already in place and began stocking shelves where the refreshing beverage would be more easily accessible. They were distributing in Target and Walmart, then someone made the amazing decision to start stocking the shelves of Whole Foods. My goodness the company even began distributing to [office supply stores](#) where companies could order it directly!

In addition to increasing distribution, LaCroix also expanded their flavor options from just [six flavors in 2004 to 20 in 2015](#). The new flavors add variety not only when served straight but also thrilled mixologists and amateur cocktail shakers alike. With a nutrition label that boasts two ingredients and zero calories, LaCroix is high on the list for drinks for the health conscious. The flavors are all-natural and the water is sugar-free, making this the choice drink whether you are going vegan, vegetarian, paleo—or you are just plain thirsty.

For all those saying “I would drink it, but I don't know how to pronounce the name!” Let me help your cause. It's [pronounced](#) “La Croi” as in “enjoy.” Are you a LaCroix fan? Tell us your favorite flavors on [our Facebook page](#).

Read more here: <http://www.simplemost.com/lacroix-sparkling-water-now-everywhere/>