NEWS | BEVERAGES

PepsiCo unveils sparkling water with kick of caffeine

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By **Manbeena Chawla** | February 15, 2021



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With no calories, no sweeteners and all smiles, bubly bounce is the perfect afternoon refreshment

PepsiCo has introduced the launch of bubly bounce – a sparkling water with no calories, sweeteners, or artificial flavors, and just a kick of caffeine. The introduction of bubly bounce, which is available in five refreshing combo flavors, marks the brand's first caffeinated beverage and new line since its launch in 2018.

Bubly, one of the fastest-growing brands in the sparkling water category, now combines everything people already love about bubly, with 35 mg of caffeine. bubly bounce provides hydration with a little caffeine, the perfect refreshment to get you through the afternoon or you know, just tackle Mondays.

"bubly sparkling water was created to bring more smiles into the sparkling water category, and new bubly bounce takes it to the next level with caffeine," says Zach Harris, Vice President, Water Portfolio at PepsiCo Beverages North America. "As more individuals seek out sparkling waters with added benefits, bubly bounce delivers all of the delicious flavor and hydration of the original, now with just a kick of caffeine."

New bubly bounce sparkling water is available in five delicious combo flavors, including mango passion fruit, triple berry, blood orange grapefruit, citrus cherry and blueberry pomegranate. bubly bounce can be purchased at all major retailers, and online, and comes in a variety of convenient purchase options ranging from 16oz. single serve cans, to 24-packs of 12oz. cans. A 12oz. can of bubly bounce contains 35 mg of caffeine, while a 16oz. single serve can contains 47 mg of caffeine.

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