

spindrift®

STRATEGIC COMMUNICATIONS PLAN



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TEAM MEMBERS



Nia
Elie
Crisis Management

Lee
Webster
Beauty PR

Gabe
Fleisher
Political Comms

Maithri
Indraghanty
TV/Film PR

Natalie
Gillum
Music PR

LAUNCH DATE & PRODUCT DESCRIPTION

spindrift®

Launch Date: June 1, 2026

Spindrift is releasing Spindrift Cherry Sparkling Water in summer 2026. Spindrift uses real, squeezed fruit and puts taste first.



SPOKESPERSONS

Meet the faces of the campaign...



Abbey Sharp
@abbeyskitchen

Wellness & health
credibility
Registered dietitian
& influencer



Bill Creelman

Brand origin &
philosophy
Spindrift founder



Glen Powell

Fitness & lifestyle
Speaks to Gen Z &
millennial audiences



Dave Burwick

Business positioning
& brand direction
Spindrift CEO

CHALLENGES & ADVANTAGES

Challenges	Advantages
Creating a press rollout that is unique to the sparkling water & soda industry	Spindrifit doesn't make any false health claims
Finding a spokesperson who hasn't already been used by other popular drink brands that can reach multiple demographics	Creates an opportunity to tap into different demographics
The seltzer water and soda industry is already oversaturated with cherry flavor drinks	Open doors for new partnerships and brand exposure

TARGET AUDIENCE



Christian, 22

Male College Athlete
D-1 swimmer, UCSD
Active on TikTok and
Instagram



Iayana, 28

Young Professional
Works in brand
marketing, Brooklyn, NY
Active on TikTok and
Instagram



Addison, 37

Health-Conscious,
Stay-at-home Mom,
Wellesley, MA
Reads food labels at
Whole Foods and Costco

CAMPAIGN OBJECTIVES



- 1. Increase awareness of Spindrift's new Cherry Sparkling Water flavor**
- 2. Increase sales for Spindrift Cherry**

POSITIONING & KEY STRATEGIES

- Leverage strategic partnerships to embed the brand in culturally relevant trends for the target audience.
- Utilize Dave Burwick, Bill Creelman, and spokespeople to validate Spindrift's messaging and expand reach across business outlets.
- Lean into current wellness trends to position Spindrift Cherry as a solution-oriented beverage option.
- Showcase Spindrift's ingredient transparency to set the new Cherry flavor apart from artificial competition and attract health-conscious consumers.



KEY MESSAGES/TALKING POINTS

- Spindrift's cherry flavor launches June 1, 2026.
- Made with a duo of real Montmorency tart and dark sweet cherries, sourced directly from Michigan orchards.
- Produced with real ingredients without artificial colors or sweeteners. We use real squeezed fruit, no extracts or shortcuts.
- We are the only beverage brand verified as non-Ultra Processed Foods. We rely on ingredient integrity and minimal processing rather than health claims.
- With a bold, natural cherry red that you will recognize.



CHARITY PARTNERSHIP

- Sponsorship with **Farm Aid 2026** as a brand sponsorship for the annual food and music festival in Minneapolis, Minnesota.
- **Farm Aid** is a 501 (c)(3) nonprofit organization founded by Neil Young, Willie Nelson, and John Mellencamp to raise funds for sustainable agriculture.



SIP FOR A CAUSE.

WHERE DOES YOUR SIP GO?

Proceeds support sustainable agriculture and family farms.

Proceeds support local farmers, sustainable practices, & fair food systems.

SPINDRIFT IS A PROUD SPONSOR OF FARM AID.
SIP 'CHERRY, SUPPORT FARMERS!

We're proud to partner with @FarmAid 2026! A portion of proceeds from every Spindrift Cherry sold supports sustainable agriculture. Look for special edition cans at the festival! #FarmAid2026. Cheers to the good stuff! 🍷🎵

spindrift **FARM AID** KEEP AMERICA GROWING

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MARKETING PARTNERSHIP

- Partner with **Burt's Bees** beeswax lip balm with a Spindrift tart cherry flavor
- Burt's Bees sells Leaping Bunny certified, energy-conscious and responsibly sourced products



3-DAY PRESS TRIP: “CHERRY ON TOP”

Spokespeople and influencers like Halley Kate and Clark Peoples, along with other writers and press within the food and beverage space, are invited.

- Location: Mackinac Island, Michigan
- Main events surrounding wellness and food:
 - Fireside Chats with Glen Powell and Dave Burwick
 - Island Tour
 - A day at Kings Orchard (local cherry farm on Mackinac Island)
 - Sunrise yoga



TACTICS: ONLINE PRINT PITCH ANGLES

Women's Health

The Cherry Sparkling Water can help expecting mothers avoid gestational diabetes while satisfying sugary soda cravings

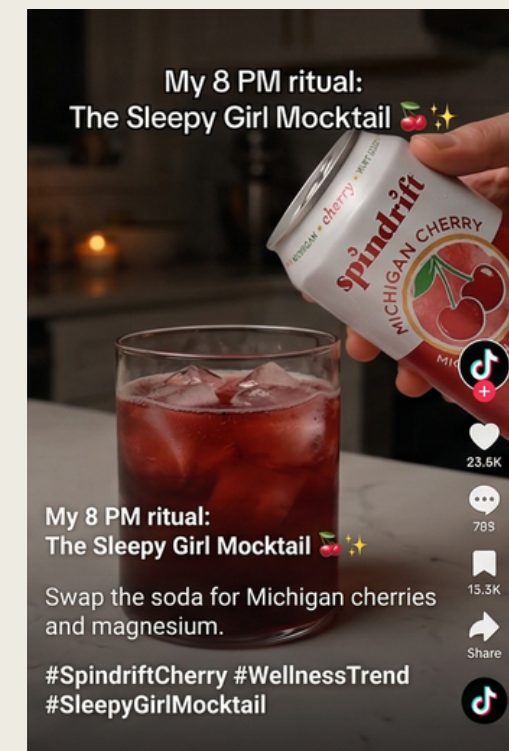
- The bump, whattoexpect.com, Women's Health, parents.com, babycenter.com



Wellness Trends & Sleep Supplements

Sleepy Girl mocktail made with tart cherry juice for natural melatonin, topped with new Cherry Sparkling Water to add a flavorful boost.

- Bon Appétit, NYT style magazine, Women's Health, The Pioneer Woman, People Magazine

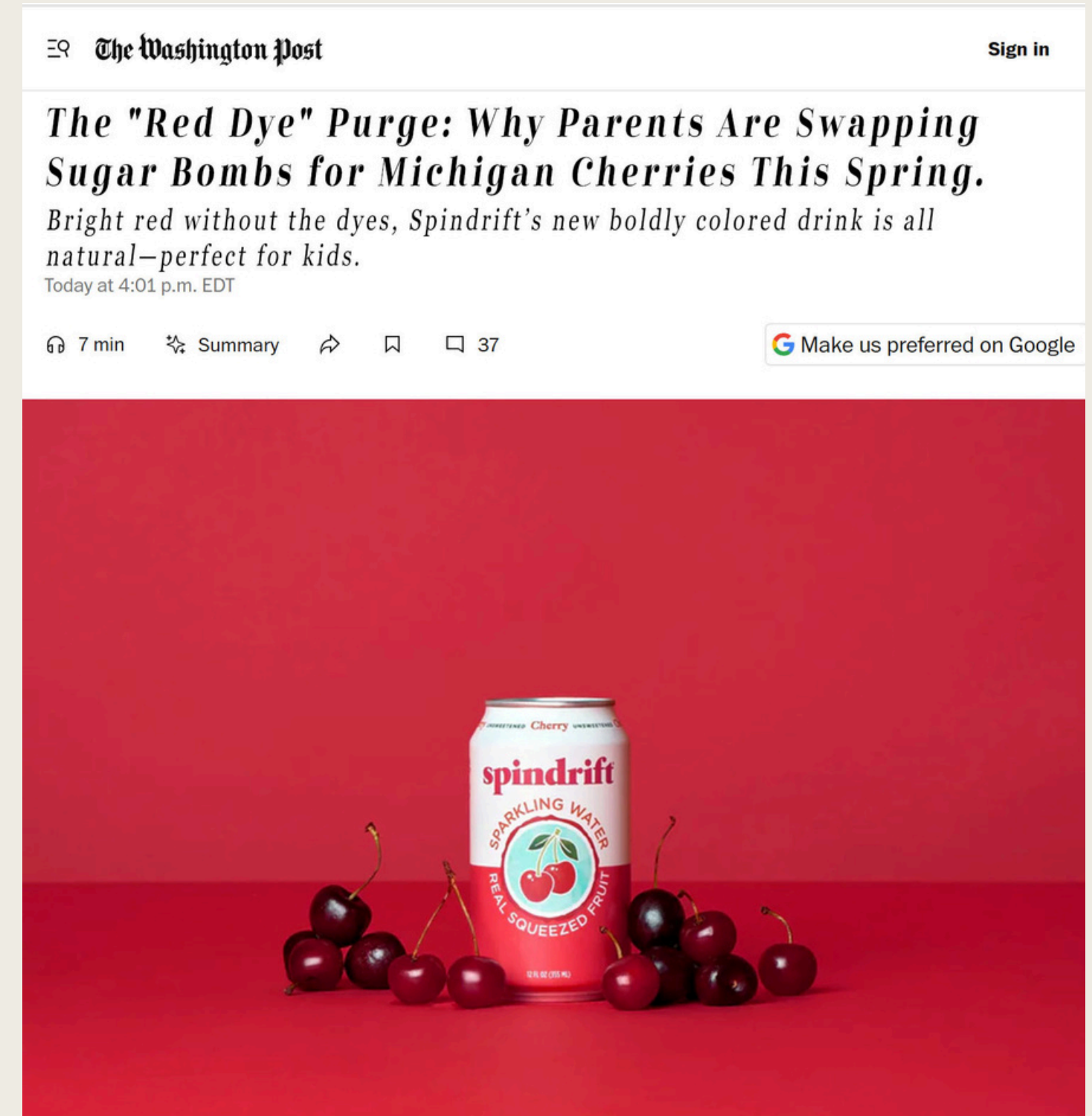


TACTICS: ONLINE PRINT PITCH ANGLES

Wellness & Clean Eating

Bright red without the dyes, Spindrifit's new boldly colored drink is all natural – perfect for kids

- The Atlantic, Washington Post, Today.com, parents.com, USA Today



spindrifit

TACTICS: ONLINE PRINT PITCH ANGLES

Fitness

As consumers move away from artificial ingredients, Spindrift's new Cherry flavor stands out in the better-for-you beverage space by using real fruit juice and no added sugar for a cleaner, guilt-free cheat drink.

- WOMEN'S health, MEN'S health, Self magazine, New York Times, parents.com

Hollywood Physique

Glen Powell talks about how Spindrift is perfect for keeping your Hollywood Physique without giving up flavor.

- Eonline, Cosmopolitan, People, Entertainment Weekly, USA Today



Women's Health Sign In

The Post-Workout Sensation: Why Spindrift Cherry is the Ultimate 'Better-For-You' Drink

Ditching artificial ingredients for real squeezed fruit juice and zero added sugar.

By Emily Roberts, Fitness Editor March 27, 2026

As consumers increasingly prioritize clean labels and move away from artificial ingredients, Spindrift's new Cherry flavor is making waves in the wellness community. It stands out in the competitive "better-for-you" beverage space by using only real squeezed fruit juice and absolutely no added sugar, offering a refreshing, cleaner alternative for a guilt-free cheat drink.



(As seen in *WOMEN'S Health*, *MEN'S Health*, *Self* magazine, *The New York Times*, *parents.com*).



E! ONLINE Sign In

Exclusive: Glen Powell Reveals How Spindrift Cherry Keeps His 'Hollywood Physique' in Top Shape

The *Top Gun* star on staying hydrated and healthy without sacrificing flavor.

By Mike Carter, Entertainment Reporter March 27, 2026

In an exclusive interview with E! News, actor Glen Powell (currently starring in *Top Gun: Maverick*) opened up about his fitness routine and diet secrets. Powell revealed how Spindrift is his perfect go-to beverage, essential for maintaining his signature "Hollywood Physique" during demanding filming schedules. According to the star, Spindrift allows him to enjoy great flavor from real fruit juice without any added sugar, keeping him disciplined without feeling deprived.



(As seen on *Eonline*, *Cosmopolitan*, *People*, *Entertainment Weekly*, *USA Today*).

TACTICS: TRADE AND BUSINESS

Trade

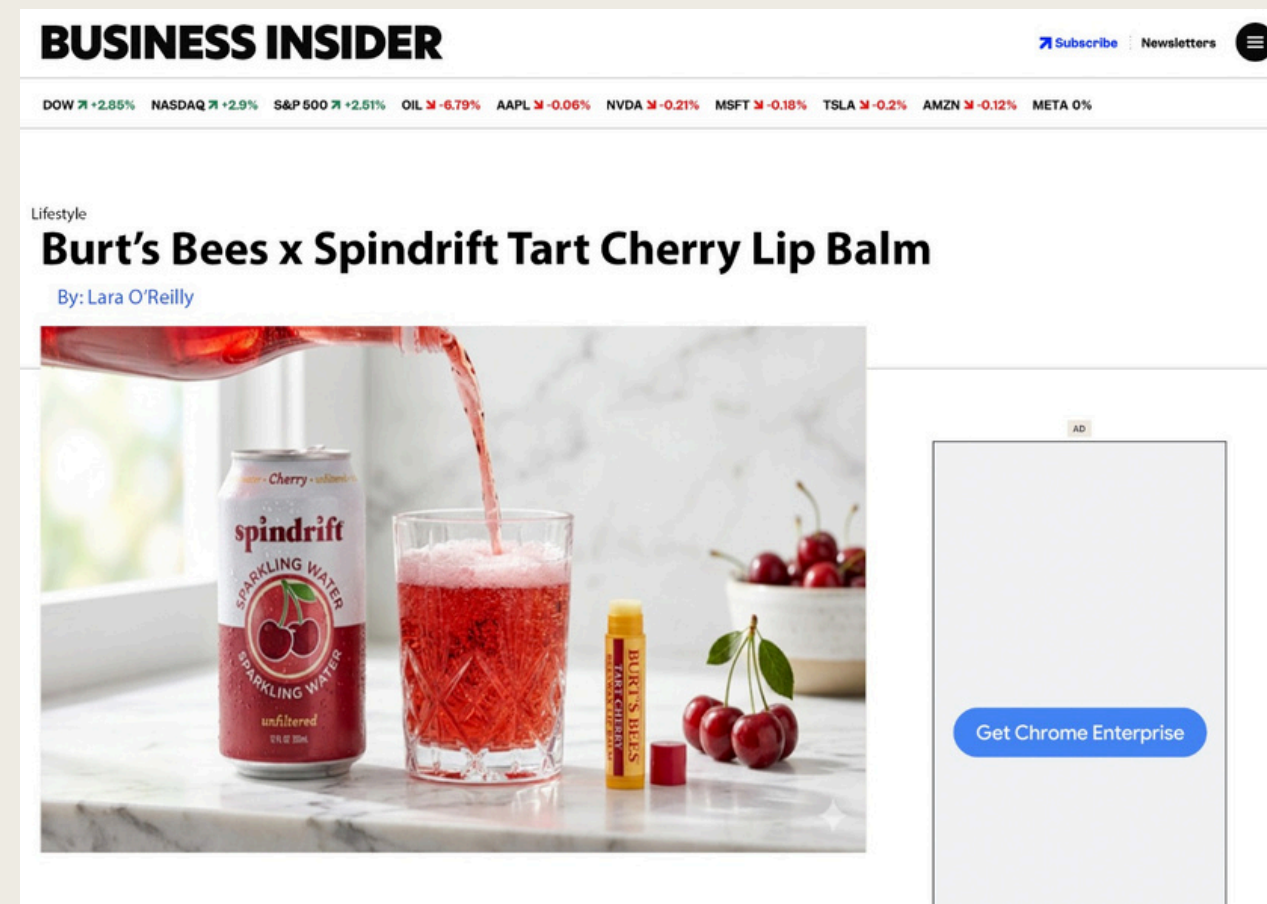
How Spindrift is disrupting the “natural flavor” narrative by becoming the first non-UPF-verified beverage brand

- BevNet, Food Business News, Nosh.com, Food Dive, Food Navigator USA

Business

Burt's Bees x Spindrift Tart Cherry Lip Balm

- Forbes Vetted, CBS News, Bloomberg, Business Insider, Fortune

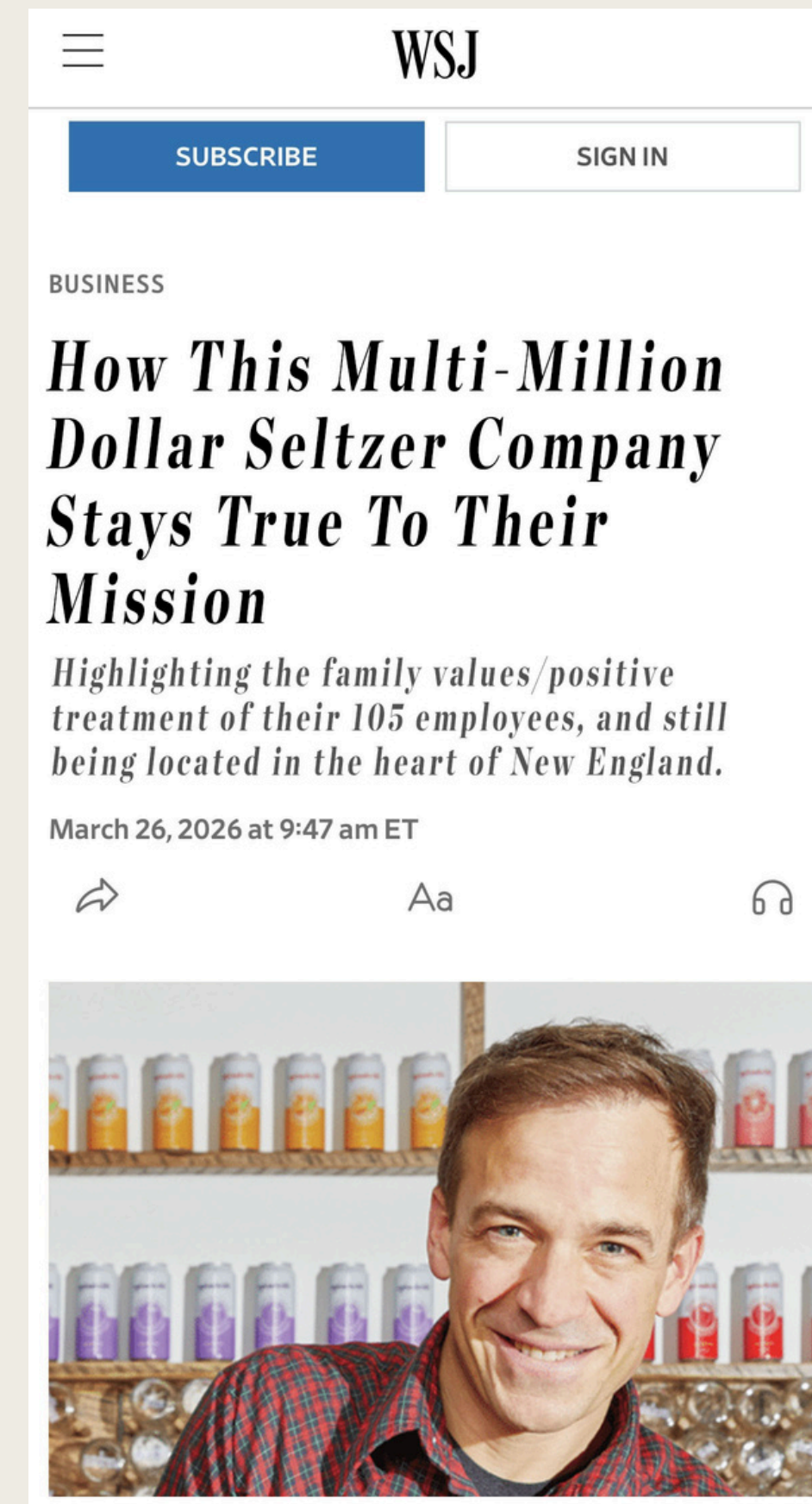


TACTICS: TRADE AND BUSINESS

Business

Highlighting the family values/positive treatment of their 105 employees, and still being located in the heart of New England

- Bill Creelman
- Wall Street Journal, Harvard Business Review, Forbes, Fox Business, CNBC



The image shows a screenshot of a Wall Street Journal (WSJ) article. At the top, there is a navigation bar with a hamburger menu icon on the left, the 'WSJ' logo in the center, and two buttons on the right: 'SUBSCRIBE' (a blue button) and 'SIGN IN' (a white button with a black border). Below the navigation bar, the word 'BUSINESS' is displayed in a small, grey font. The main headline of the article is 'How This Multi-Million Dollar Seltzer Company Stays True To Their Mission', written in a large, bold, black serif font. Below the headline is a sub-headline in a smaller, italicized black serif font: 'Highlighting the family values/positive treatment of their 105 employees, and still being located in the heart of New England.' Underneath the sub-headline, the date and time are listed: 'March 26, 2026 at 9:47 am ET'. Below the text, there are three icons: a share icon, a font size icon labeled 'Aa', and a refresh icon. At the bottom of the article preview is a photograph of a man with short brown hair, wearing a red and black plaid shirt, smiling. He is standing in front of shelves filled with various cans of seltzer water, including orange, purple, and red cans.

TACTICS: SUBSTACKS

Title and Author

Pitch Angle

Violet Cooks By Violet Witchel

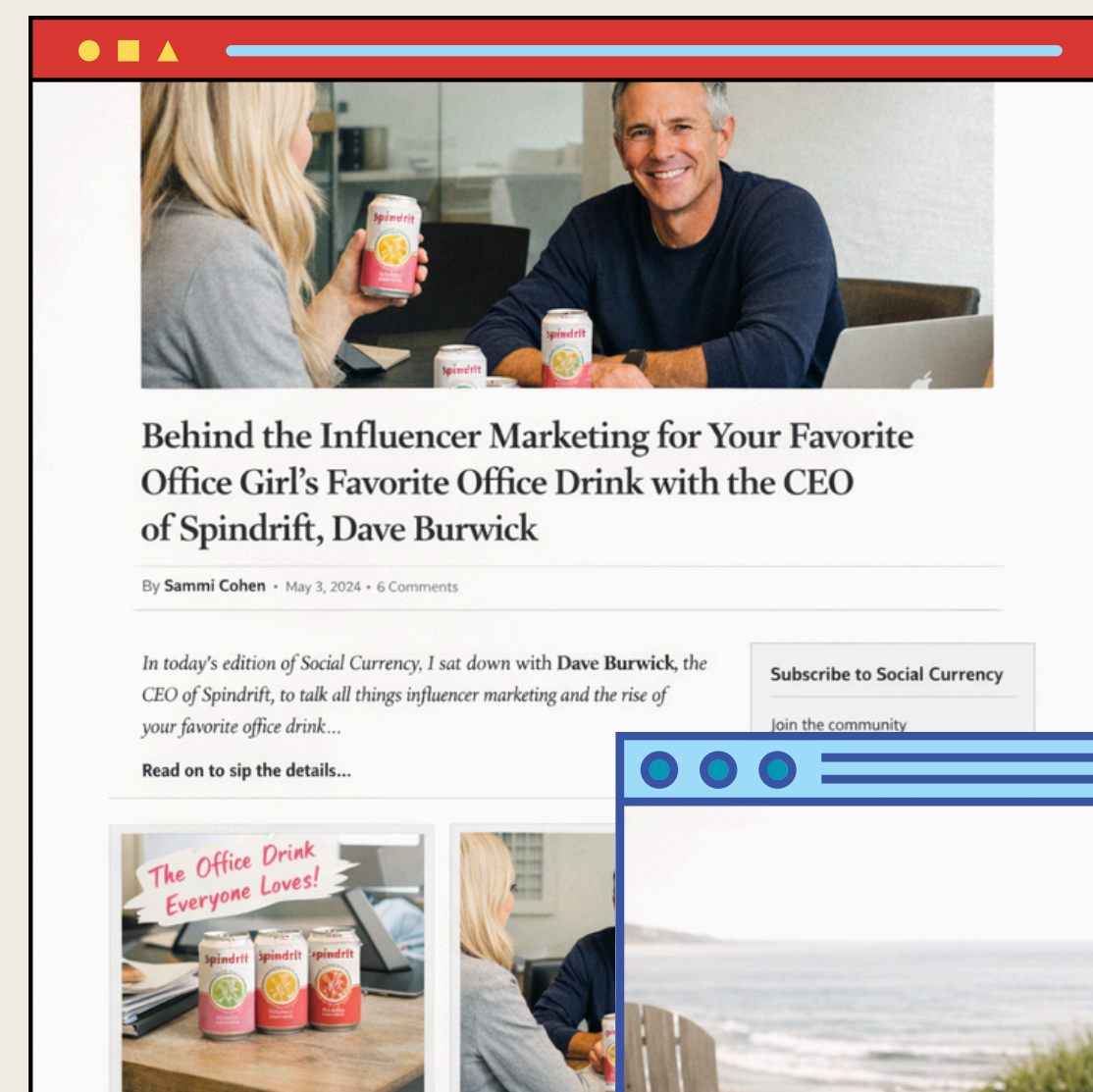
“Using Spindrift’s new seltzer flavor to bake an Uncle Sam-approved Cherry Pie.”

The Social Currency by Sammi Cohen

“Behind the influencer marketing for your favorite office girl's favorite office drink with the CEO of Spindrift, Dave Burwick.”

Downtime by Alisha Ramos

“Something refreshing me right now? A Cracklin’ Cherry Spindrift.”



TACTICS: BROADCAST PITCH ANGLES

• Celebrity Fitness & Engagement

- Glen Powell discusses fitness, health, and how Spindrift helps him stay in shape for roles. Powell gives an exclusive to a late-night outlet.
 - *Headline: Glen Powell shares his secrets to staying fit for roles*



• Real Ingredients

- Abbey Sharp on her favorite real ingredients and dietitian-approved pantry swaps
 - *Headline: Abbey Sharp Shows Us How We Can Still Enjoy Our Favorite Guilty Pleasures By Swapping for Healthier Alternatives like Spindrift Cherry.*



• Healthy Baking

- *Show how you can use Spindrift cherry to make fun cherry muffins, and other ways to use seltzer to make a pie crust with Abbey Sharp*
 - *Headline: How to add Spindrift cherry sparkling water to cherry baked goods*



- The Late Show with Stephen Colbert
- The Tonight Show starring Jimmy Fallon
- Jimmy Kimmel Live!
- The Daily Show

- The Today Show
- CBS Mornings
- The Kelly Clarkson Show
- Drew Barrymore Show
- Live with Kelly and Mark

- Jenna and Sheinelle
- Tamron Hall Show
- Fox and Friends

TACTICS: RADIO/PODCAST

- The Joe Rogan Experience with Joe Rogan



“Starting a \$650 million beverage disruptor:” Founder Bill Creelman talks about fitness, Spindrif, and healthy lifestyles.



- Not Skinny but Not Fat podcast with Amanda Hirsch



“Glenn Powell on killing the box office and his sweet tooth.”



SPINDRIFT PRESS RELEASE & EMAIL PITCH

NEWS

FOR IMMEDIATE RELEASE

SPINDRIFT INTRODUCES LIMITED-TIME CHERRY SPARKLING WATER, FEATURING BOLD FLAVOR AND SUMMER PARTNERSHIP

A new seasonal flavor debuts alongside Burt's Bees collaboration and Farm Aid partnership supporting sustainable agriculture. The campaign is supported by spokesperson Glen Powell, who brings a modern, wellness-driven perspective to the brand's summer storytelling.

(NEWTON, Mass. – April 6, 2026) [Spindrift Beverage Co.](#), the first beverage to achieve non-UPF verification, is releasing its new **Spindrift Cherry Sparkling Water**, available **June 1, 2026**, made with real squeezed cherries and a natural tart finish. The new, limited-time drink of the summer, Spindrift Cherry, is the first all-natural cherry sparkling water ever made. It features a striking blend of perfectly ripe, Michigan-grown sweet-and-tart Montmorency cherries. "With Cherry, we wanted to push the boundaries of what sparkling water can be—bold, complex, and rooted in real ingredients," said **Dave Burwick**, CEO of Spindrift. "This launch is not only about flavor but also about celebrating the farmers behind our ingredients and partnering with like-minded brands that share our commitment to doing things the right way."

Unlike the artificial "cherry candy" taste found in traditional sodas, Spindrift Cherry is a sophisticated celebration of the harvest. It features a bold, aromatic blend of Michigan-grown Montmorency tart cherries balanced with the subtle sweetness of ripe black cherries. Each sip delivers a bright, refreshing tartness that perfectly complements Spindrift's signature crisp carbonation, offering a "micro-luxury" experience that stays true to the brand's Non-UPF commitment.

Building on this commitment to real, responsibly sourced ingredients, Spindrift is extending the launch beyond beverages into a broader lifestyle experience. Spindrift is partnering with [Burt's Bees](#) to launch a **Tart Cherry Beeswax Lip Balm**. This collaboration celebrates bridging the gap between natural beverages and natural beauty. The limited-edition **Burt's Bees Tart Cherry Beeswax Lip Balm** will be available as a gift-with-purchase at select retailers, including Target and Whole Foods, as well as online, to celebrate the botanical origins of both brands.

"At Burt's Bees, we've always believed that nature provides the best ingredients for nourishment," said **Mariah Eckhardt**, VP of Marketing at Burt's Bees. "Partnering with Spindrift allows us to celebrate our shared heritage of natural-origin products while doubling down on our commitment to ethically sourced products."

Deepening its commitment to sustainable agriculture, Spindrift is proud to announce its official sponsorship of Farm Aid 2026. As a partner of the annual festival, Spindrift will provide refreshing hydration to attendees, with all sponsorship funds directly supporting **Farm Aid's Farmer Resource Network**. These funds provide a vital lifeline for family farmers through emergency financial grants for those facing climate-related disasters or economic crises. Additionally, the contribution will fund legal resources and help farmers transition to more

sustainable, regenerative practices that ensure the long-term viability of local agriculture in America.

"Family farmers are the backbone of our food system, but they are facing unprecedented economic and climate pressures," added **Carolyn Mugar**, executive director of Farm Aid. "Support from partners like Spindrift ensures that our 1-800-FARM-AID hotline stays open and that we can keep family farmers on the land, where they belong."

Following its recent Non-UPF verification, Spindrift has experienced accelerated growth, increasing its reach among consumers. **Spindrift is now growing four times faster** in the competitive flavored seltzer category amid rising consumer demand for less processed beverages.

Cherry Spindrift will be available at retail partners including Whole Foods, Costco and Target, as well as online at [drinkspindrift.com](#).

###

Spindrift Beverage Co., Inc. is challenging people's expectations of how good a beverage can be. Founded in 2010 on the belief that the best tastes come directly from nature, Spindrift is the only sparkling water in America made with real squeezed fruit. Real fruit tastes better®, that is the Spindrift difference. Every Spindrift product is crafted to celebrate the aroma, texture, and taste of real squeezed fruit — never from concentrate — in every sip. Spindrift® Sparkling Water is available nationwide, and Spindrift® Soda and Spindrift® Tea are available in select retailers and online. The company donates to environmental not-for-profits through membership in 1% For the Planet. Spindrift is headquartered in Newton, Mass.

Burt's Bees is the #1 dermatologist recommended natural skin care brand, born in the woods of Maine, and known for its original Beeswax Lip Balm. Burt's Bees products are consciously made with ingredients from nature to nourish skin from head to toe. From responsible sourcing to mindful packaging and landfill-free operations, Burt's Bees is made with care by nature, for nature, for all—since 1984.

Farm Aid's mission is to build a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews and Margo Price host an annual festival to raise funds to support Farm Aid's work with family farmers and to inspire people to choose family farm food. Since 1985, Farm Aid, with the support of the artists who contribute their performances each year, has raised more than \$90 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture and promote food from family farms.

Contact Info:
Lee Webster, Spindrift, 508-272-6880, lee@spindrift.com

Natalie Gillum, Burt's Bees, 615-378-5769, natalie@burtsbees.com
Nia Elie, Farm Aid, 202-835-1257, nia@farmaid.org

Instead of Grabbing a Soda on Set, Glen Powell Reaches for a Cherry Spindrift

- **Angle:** Glen Powell shares how he maintains a fit, on-set lifestyle by choosing real-ingredient beverages over sugary alternatives, highlighting Spindrift Cherry as a go-to for flavor without compromise.
- **Headline:** Instead of Grabbing a Soda on Set, Glenn Powell Grabs a Cherry Spindrift
- **Potential Outlets**
 - [People](#)
 - **Section:** [Lifestyle](#)
 - **Reporter:** [Vanessa Etienne](#)

Subject: Interview Opportunity: Glen Powell Shares His Sweet-Without-Sugar Summer Routine with New Spindrift Cherry Launch

Body:

Dear Vanessa,

As summer wellness routines take center stage, Spindrift is introducing a new way to stay refreshed without compromising on flavor. Spindrift is launching a new limited-time Cherry Sparkling Water on **June 1**, made with real squeezed fruit and no added sugar. To support the launch, spokesperson Glen Powell is available for interviews to discuss how he maintains a balanced, on-set lifestyle while preparing for physically demanding roles.

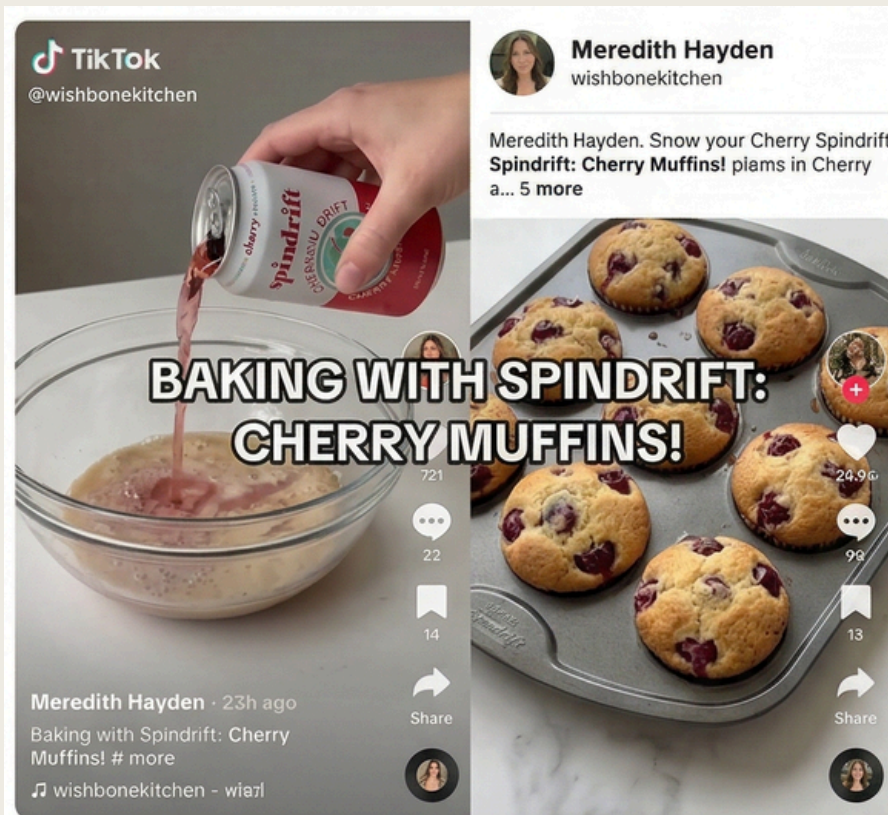
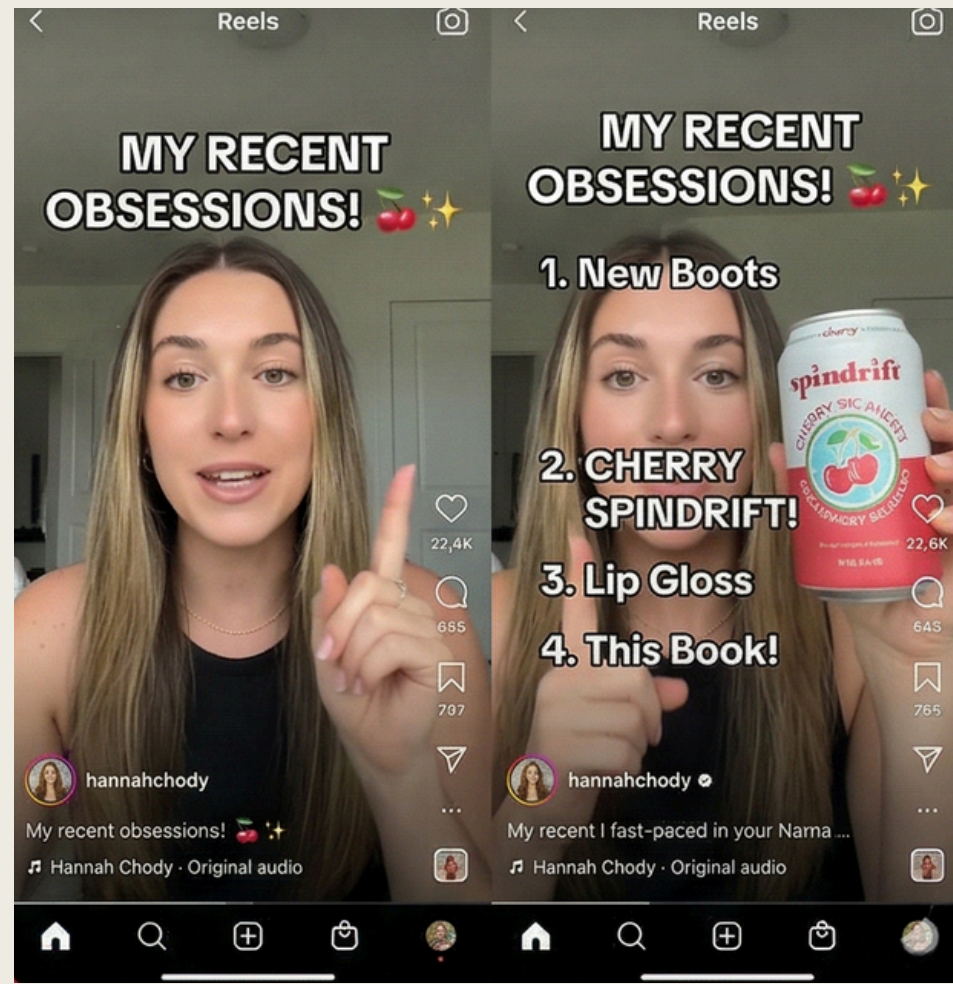
In interviews, Powell can share how he incorporates health-conscious swaps into his routine, like choosing real-ingredient beverages over traditional sugary sodas, without sacrificing flavor. As someone constantly working on set, he offers a relatable perspective on maintaining wellness in high-pressure, fast-paced environments.

We are currently scheduling interviews for the **week of May 12**, ahead of the official launch. We would love to coordinate time with Glen and can provide additional details or assets as needed.

Best regards,
Spindrift Team

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INFLUENCER IDEAS & SOCIAL MOCKUP



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CALENDAR

TASK LIST	MARCH				APRIL					MAY					JUNE						JULY		
	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W6	W1	W2	W3
Finalize Creative Assets		Mar 2																					
Begin Long-Lead Pitching			Mar 16																				
Finalize Charity Partnership & Pitch to Biz				Mar 23																			
Pitch to Business/Trade, Broadcast, Radio/Podcast							Apr 13																
Confirm Attendance, Flights, Hotel & Transport							Apr 20																
"Cherry on Top" Influencer Trip									May 4														
Follow Up w/ Abbey Sharp + Gather Trip Media										May 11													
Pitch Sleepy Girl Mocktail & Red Dye Puree										May 11													
Launch Press Release + Media Event NYC												May 25											
Broadcast Appearances w/ Abbey Sharp													Jun 1										
Major Podcast Interviews – Bill Ceelman																					Jul 13		
Glenn Powell – E! News, Cosmo & Late Night																						Jul 20	
Substack Features from PR Trip																							Jul 27
Evaluation Phase of Campaign																							Jul 27

BUDGET

Item	Cost Per Unit	Quantity	Taxes & Fees	Item Total
Travel				
Ferry to Mackinack island (round trip)	\$ 38.00	10	6%	\$ 402.80
Spinter Van Service (round trip) from TVC	\$ 100.00	2	6%	\$ 212.00
toronto to O'Hare round trip united	\$ 332.00	1	\$ 70.00	\$ 402.00
Austin to O'Hare (round trip) United	\$ 392.00	1	\$ 56.00	\$ 448.00
NYC (JFK) to Chicago O'Hare round trip DELTA	\$ 489.00	6	\$ 420.00	\$ 3,354.00
DC (DCA) to Chicago O'Hare Round trip	\$ 338.00	2	\$ 104.00	\$ 780.00
SF (SFO) to Chicago O'Hare Round Trip	\$ 727.00	2	\$ 170.00	\$ 1,624.00
LA to Chicago O'Hare American Airlines	\$ 447.00	1	\$ 80.00	\$ 527.00
O'Hare to TVC	\$ 215.00	13	\$ 611.00	\$ 3,406.00
Hotel (price per night)	\$ 5,172.50	2	\$ -	\$ 10,345.00
Day 1				
Mackinac Carriage Tour (per hour)	\$ 440.00	2	6%	\$ 932.80
Dinner at The Backyard (four course meal)	\$ 135.60	13	6%	\$ 1,868.57
Candle Making Workshop	\$ 115.00	13	6%	\$ 1,584.70
Day 2				
Yoga & Pilates (private instructor per hour)	\$ 200.00	1	6%	\$ 212.00
Smoothies				\$ -
Ferry to Mackinack island (round trip)	\$ 38.00	10	6%	\$ 402.80
sprinter van for orchards (hourly)	\$ 100.00	12	6%	\$ 1,272.00
cherry picking (pay what you pick)	\$ 200.00	1	6%	\$ 212.00
cider and wine	\$ 250.00	1	6%	\$ 265.00
Swag Bags	\$ 25.00	10	6%	\$ 265.00
			TRIP TOTAL	\$ 28,515.67

Media Tour

Glen Powell

Round Trip from AUS - JFK	\$ 941.39	1	\$ 101.40	\$ 1,042.79
Waldorf Astoria - 2N/3D	\$ 2,556.00	2	\$ 761.53	\$ 5,873.53
Transportation	\$ 1,585.00	2	\$ 697.50	\$ 3,867.50

Abbey Sharpe

AC Round Trip TOR -LGA	\$ 337.99	1	\$ 171.17	\$ 509.16
Waldorf Astoria - 2N/3D	\$ 2,556.00	2	\$ 761.53	\$ 5,873.53
Transportation	\$ 1,248.00	2	\$ 624.00	\$ 3,120.00

PRESS TRIP TOTAL: TOUR TOTAL:
\$ 28,515.67 \$ 20,286.50

CAMPAIGN TOTAL
\$ 48,802.18

*Spokesperson fee not included

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EVALUATION

- **Media Coverage:** Track media hits online and via broadcast.
- **Influencer Performance:** Track viewer engagement across specific platforms to understand what content actually resonated.
- **Sales Impact:** Measure any increase in Spindrift Cherry sales during launch compared to normal product performance.
- **Brand Awareness:** Monitor increases in social mentions, followers, and search interest for “Spindrift Cherry.”
- **Event Success (Press Trip):** Evaluate how many stories come out of the trip and the overall tone of the coverage.
- **Partnership Impact:** Track Burt’s Bees and Spindrift partnership sales and how much money is raised for Farm Aid.
- **Message Pull-Through:** Review how often key points (real fruit, no artificial ingredients, non-UPF) show up in coverage and content.

THANK YOU!