

# NEWS

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## 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](https://drinkspindrift.com).**

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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](mailto:lee@spindrift.com)

Natalie Gillum, Burt's Bees, 615-378-5769, [natalie@burtsbees.com](mailto:natalie@burtsbees.com)

Nia Elie, Farm Aid, 202-835-1257, [nia@farmaid.org](mailto:nia@farmaid.org)