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NATIONAL SURVEY REVEALS METROMINT FANS WOULD PREFER TO SPEND THEIR SUMMER WITH PRESIDENT OBAMA VERSUS SNOOKI

Metromint Study Highlights Popular Themes for Warm Weather Interests

SAN FRANCISCO (May 2, 2011) — From skinny dipping to spin the bottle, summer is the prime time for having fun. Metromint, an all-natural purified water infused with real mint and the essence of pure fruits and other flavors such as orange, lemon, berries and chocolate, today released the results of its “Summer Fun Survey,” which highlights the anticipation and thrill associated with summertime. Metromint conducted the study to assess current trends and preferences in pop culture.

The survey of more than 1,000 men and women found that more respondents would prefer to spend time with President Obama in their beach house (23%) over reality star Snooki (4%). The majority listed backyard barbecues (55%) as their favorite summer activity, with hitting the beach (38%) a close second choice. A lack of shady trees (33%), sweaty people on the subway (30%), and no air conditioning (27%) were identified as the participants’ least favorite aspects of summer.

Also, according to the survey, most of the respondents admitted to indulging in some risqué seasonal fun. The majority have played spin the bottle (66%) and a large percentage have gone skinny dipping (56%).

“Summertime involves exciting new activities, but the combination of sun and humidity can also quickly drain your energy. Metromint is the perfect way for people to stay refreshed and beat the heat because it contains real mint essence, creating a taste that seems colder than ice,” said Rio Miura, founder and beverage designer for Metromint. “With summer approaching, Metromint is the perfect beverage option to pair with fun!”

Each Metromint variety contains zero calories and is free of artificial sweeteners, flavors or colors. Metromint is available in seven 16.9 ounce varieties including Peppermint, Spearmint, Orangemint, Lemonmint, Chocolatemint, Cherrymint and Goodberrymint.

Metromint premium waters are sold at traditional, natural and specialty stores nationwide, such as Whole Foods Market, Safeway and Kroger.

About Soma Beverage Company

San Francisco-based Soma Beverage Company, LLC. is an innovative brand leader widely recognized for pioneering mintwater and the specialized water category. Since its introduction in 2004 by founders Rio Miura and Scott Lowe, its original, award-winning Metromint has become one of the top 10 selling premium bottled waters in the natural foods category. An idea-driven company that carefully balances science with nature, through its state-of-the-art purification process, Soma Beverage Company is known for combining pure ingredients, innovative packaging and extraordinary taste. Metromint and Metroelectro have an avid consumer fan base in the U.S. and Canada.

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