



Now in Bloom & Coming to a Cooler Near You: Petal Sparkling Botanical Blends

Female entrepreneur taps into rose water to launch a new, organic beverage brand

CHICAGO (May 23, 2018) — [Petal](#), the newest sparkling botanical blends on the natural horizon, has arrived to lead the rose revolution. The beverage brand boasts zero calories, zero sugar and no caffeine. South African born and Chicago bred female entrepreneur Candice Crane created the certified organic, magical elixir to honor the rebels and romantics who inspire her.

Petal uses only the finest botanical essences and extracts in its first trio of organic sparkling blends, all subtly sweet and irresistibly refreshing. Customers can quench their thirst with Original Rose, Mint Rose and Lychee Rose varieties. Every sip a hint of rose petal perfection. The slim 12-oz. bottles plan to stand out in the cooler at upscale supermarkets and specialty stores throughout its founding city of Chicago and eventually nationwide.

Candice's roots take her back to her birthplace of South Africa, and her inspiration flows from her past. The idea for a sparkling rose water beverage began as a seed planted by her grandmother. Growing up, Candice and her grandmother sipped rose petal tea every afternoon. Her grandmother's influence transformed Candice into a rose fanatic too. In 2017, Candice's idea blossomed into action. She decided to bottle up her roses, add some sparkles and share their goodness with the world.

Candice elaborates on making her vision a reality, "As a consumer, I recently saw rose water trending in the beauty industry, and I had a vision to create a hydrating, sparkling botanical beverage to give others the same experience my grandmother gave me. I sourced the most premium, organic roses to create Petal. Bringing the Petal brand to life allows me to share the powerful benefits of drinking rose water with the world. It's time to stop and sip the roses."

Candice grew up in Chicago's manufacturing industry. Her father owned ARPAC, the family business that built end-of-line packaging equipment for bottled beverages. Candice used to walk through the plant to watch beverages being bundled, shrink wrapped, palletized and shipped out. Now, her brainchild Petal is made on her family's machines. When asked what the future holds for Petal, Candice says, "My hope is for Petal to empower, support and hire women in the workplace. Petal is an invitation to radiate your inner rebel and live your best life. In terms of flavor innovation, we have the entire flower kingdom to play with and will continue to celebrate all of the flowers people love."

Steaz Co-Founder Eric Schnell is an advisor to Petal and is betting big on the new brand. His agency BeyondBrands is fully engaged in supporting a successful summer launch, having secured critical distribution in the home market. Eric shares what drew him to the botanical beverage, "Once in a decade, the beverage industry gains a new entrepreneur that is 100% backable and

with a brand that is on trend in every way. I see so much passion from Candice coming through Petal that I know consumers will not only find it delicious, but undeniably contagious.”

To learn more about Petal, the brains behind the brand and where to purchase the sparkling botanical blends, visit www.drinkpetal.com.

About Petal:

Meet Petal, the newest sparkling botanical blends on the natural horizon. Zero calories, no sugar, no fake stuff – just pure organic bliss packed with plenty of sparkles and antioxidants. Petal uses only the finest botanical essences and extracts in its first trio of organic sparkling blends, all subtly sweet and irresistibly refreshing. Available in Original Rose, Mint Rose and Lychee Rose, every sip is a hint of rose petal perfection. The better-for-you beverage is made with love for rebels and romantics by Candice Crane, a female entrepreneur on a mission to empower women and lead the rose revolution with her favorite magical elixir: rose water.

That’s the power of Petal. Raise your can, raise your vibe & sparkle your wild heart.

Learn more about Petal: www.drinkpetal.com.

Join the Petal tribe on Instagram: [@DrinkPetal](https://www.instagram.com/DrinkPetal).

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