

Sparkling Ice and STARBURST partners for new zero-sugar beverage

08 February 2024 | News

A new line of delicious Sparkling Ice flavours that capture the taste and vibrant sensory experience of STARBURST® original fruit chew candy with zero sugar



A new line of delicious Sparkling Ice flavours that capture the taste and vibrant sensory experience of STARBURST® original fruit chew candy with zero sugar

The Sparkling Ice® brand, crafted by Talking Rain Beverage Company, announced the launch of Sparkling Ice® STARBURST® a new line of delicious Sparkling Ice flavours that capture the taste and vibrant sensory experience of STARBURST® original fruit chew candy with zero sugar.

"Sparkling Ice STARBURST is a bold new sparkling water collaboration, designed to surprise and delight our loyal fans and attract a whole new legion of flavour-loving consumers to our zero-sugar beverages," said Rich DePencier, Chief Growth Officer at Talking Rain Beverage Company. "This brand collaboration is already igniting enthusiasm among beverage influencers, industry leaders and retailers. It's just the beginning of a new chapter in the Sparkling Ice brand that our fans will love."

Influencers eager to experience the tasty synergy of Sparkling Ice and STARBURST began buzzing about the collaboration weeks before news of the launch was available publicly. To date, their organic content has garnered more than a half-million views on TikTok alone.