

## Bluebird Hardwater introduces first-ever flavours

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Bluebird Hardwater, the industry disruptor and trailblazer behind the first-ever canned alcoholic water, has announced its latest innovation with the introduction of flavoured varieties made with real juice. This launch marks a significant milestone for the brand, its first product extension since inception, and its entrance to the West Coast with an expansion into Southern California.

"We're incredibly excited to introduce this new future of Bluebird Hardwater," said Will Blum, CEO and Co-Founder of Bluebird Hardwater. "This launch is a result of listening to our community and understanding their preferences through extensive research. Our goal is to offer canned alcoholic water that is a simple and clean drinking experience for any occasion."

Bluebird Hardwater is in a category of its own, breaking the mould in the crowded beverage industry with the first-ever canned alcoholic water. This innovative creation fills a massive gap, offering a cleaner, more refreshing drinking experience that's unlike anything else out there. Founded on the idea of a better way to drink, Bluebird Hardwater is committed to helping its customers live their best lives by emphasising the easy-going and easy-drinking experience that comes along with this new product. With Bluebird Hardwater, you can savour the moment, enjoy the taste and live your best life.