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Natalie's Orchid Island Juice and King of Pops unveil Sweet Greens popsicles

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Natalie's Orchid Island Juice Company, now part of the Perricone Farms family, and Atlanta-based King of Pops announced a first-of-its-kind partnership to launch Sweetâ?¯Greens, a better-for-you popsicle made exclusively with Natalie's 100 per cent

Pineapple Celery Kale Zinc Juice â?? never from concentrate and with no added sugar.

Sweetâ?¯Greens pops will be featured on King of Pops carts and in select retail outlets, supported by a robust social media and influencer campaign across multiple markets, free juice coupons, and special events.

"We're excited to blend one of Natalie's most popular cleanâ??label juices with King of Pops' creativity to launch this special frozen treat," said Ashley Lam, VP of Marketing. "Sweetâ?¯Greens is the perfect example of how two brands can unite their expertise, our premium craft juice and King of Pops' popular pops, to offer consumers a refreshingly wholesome, premium summer treat."

Singleâ??Ingredient Powerhouse: Utilises Natalie's freshly handcrafted Pineapple Celery Kale Zinc Juice for a better-for-you treat.

Clean Label: No preservatives, no artificial ingredients, no GMOs, and zero added sugar.

Multi-Channel Launch: Augustâ?¯8th launch includes cart promotions, branded napkins, and King of Pops' monthly yoga events.

Community Activation: Seven-city launch program, featuring festival and event calendar placements to drive foot traffic and consumer awareness.

Sweet Greens popsicles will be available at King of Pops carts nationwide, including Denver, Brunswick Beaches, Savannah, Charlotte, Atlanta, Winter Gardens and Chantilly, VA.