

ZenWTR Targets Premium Water Market with Sustainable Packaging

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From category-shaping beverage entrepreneur Lance Collins comes a bold vision for the future of water, uniting crisp, vapor-distilled alkaline hydration with a pH of 9.5, consumer-driven design and environmental purpose



From beverage industry pioneer Lance Collins, founder of some of the industry's most successful brands, including FUZE, NOS, BODYARMOR, and CORE Hydration, comes ZenWTR, a premium water brand built for consumers who expect more from bottled water. ZenWTR combines crisp, refreshing taste, forward-thinking packaging and measurable environmental purpose in a brand designed to help shape the future of water.

Throughout his career, Collins has stayed ahead of beverage trends by identifying what consumers will want next and bringing together innovation, function and taste in brands built for scale. Today, his beverage portfolio includes ZenWTR, Recover 180 Organic Sports Hydration, Accelerator and WTR Plus. With ZenWTR, he is applying that same instinct to premium water—creating a product that delivers an exceptional drinking experience while challenging the category to think more ambitiously about packaging and environmental impact.

ZenWTR begins with vapor distillation, then ionizes it through electrolysis to reach a pH of 9.5. A proprietary blend of minerals and electrolytes, including calcium, potassium and magnesium, is then added to create the brand's signature crisp, clean taste.

"I take preparation seriously, and staying hydrated is a big part of showing up ready every day," said Maxx Crosby, Las Vegas Raiders defensive end. "ZenWTR tastes crisp and clean, and I respect that the brand is also working to help keep plastic from reaching the ocean. It's a smart choice that fits the way I train, take care of others, compete and live."

At the center of the ZenWTR lineup is its sleek 20-ounce bottle a modern, highly portable format designed for active routines, on-the-go hydration and effortless everyday use. The broader portfolio gives consumers additional ways to choose ZenWTR across occasions and channels.

ZenWTR's flagship bottle is made from 100 per cent recycled, certified ocean-bound plastic collected from coastal areas where recycling resources are limited. By giving this plastic new value, ZenWTR helps keep it out of the ocean while supporting recycling efforts and creating income opportunities for local collectors.