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Sanpellegrino Expands Zero Added Sugar Range with Strawberry Crema Flavour

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Strawberry Crema is the latest addition to the Sanpellegrino Zero Added Sugar range



Sanpellegrino is expanding its Crafted Soda Italiana Zero Added Sugar range with the launch of Strawberry Crema, a new indulgent sparkling drink flavour.

Rolling out across select retailers from October 2026 and in wholesale in 2027, Strawberry Crema is made with the juice from Mediterranean strawberries and with zero added sugar. Inspired by popular dessert flavours, it offers an indulgent taste while also responding to continued shopper demand for berry and red-fruit drinks.

Strawberry Crema is the latest addition to the Sanpellegrino Zero Added Sugar range, which launched in 2024 with three delicious flavours: Pesca and Clementina; Limonata; and Aranciata Rossa. The range continues to innovate and build on its momentum as the best-selling soft drink launch in 2025[1] and has already earned award-winning recognition in 2026, taking home the Best Low/No Sugar Drink at this year's FoodBev Awards.

The entire Zero Added Sugar range has been enriched with added Vitamin B6 and Magnesium, which contribute to a reduction of tiredness and fatigue. This aligns with the wellbeing trends and growing consumer demand for drinks that are low in sugar and calories and offer a functional benefit without compromising on taste and experience.

Gemma Barton, Marketing Manager at Nestlé Waters & Premium Beverages UK, said:
"Strawberry Crema brings a distinctive new twist to the Sanpellegrino Crafted Soda Italiana Zero Added Sugar range. Combining delicious strawberry juice and a velvety flavour with the premium Italian credentials consumers know and love from Sanpellegrino, it also offers the added benefits of Vitamin B6 and Magnesium. Created for modern, balanced lifestyles, it delivers a moment of 'permissible indulgence' with only 10kcal per can and the functionality consumers are increasingly looking for in their soft drinks."