



## ABOUT OUR PRODUCT

Mom Water is non-carbonated vodka water with light fruit flavor. Inspired by fruit-infused "spa" water, it's a refreshing alternative to seltzers with 4.5% ABV, 90 calories, no sugar, no artificial sweeteners, no carbs, and absolutely no bubbles.

## ABOUT OUR BRANDING

The name Mom Water was inspired by the brand's origin story where founder Jill Morrison added vodka to fruit-infused water she enjoyed on a beach vacation. Attempting to recreate it at home, she labeled her water bottles with the word, "Mom".

Each flavor celebrates a mom by giving the flavor a mom's name. The 8-can "Mom Squad" variety pack features Karen, Linda, Julie & Sandy. Additional 4-pack SKUs feature crowd-sourced names Susan and Nancy, and the holiday seasonal Carol.



[www.drinkmomwater.com](http://www.drinkmomwater.com)

