

**WINSTON-SALEM, N.C.** — Sunshine Beverages, a fast-growing beverage company based in Winston-Salem, has announced a chainwide launch with The Fresh Market. Sunshine produces, markets, and sells a better-for-you energy beverage, branded Sunshine, in three refreshing flavors: Ginger Berry, Blueberry Lemonade, and Clementine Twist.

“We are very proud to announce our partnership with The Fresh Market,” said Sunshine Beverages President Lizzie Roediger. “Like the Fresh Market, Sunshine is committed to delivering high-quality products and a unique experience for our consumers. We’re confident that Sunshine will answer a growing demand for great-tasting, better-for-you energy beverages among the chain’s loyal shoppers.”

In April, The Fresh Market announced a plan to turn around a drop in beverage sales for its 161 stores and laid out a strategy to modernize the retailer’s offerings. The company shared intentions to add up to 40 new products to the functional set with a variety of flavor profiles and staying power.

“As a specialty retailer, The Fresh Market curates the best of the best in product offerings to help our guests make everyday eating extraordinary,” said Dwight Richmond, Director of Grocery at The Fresh Market. “Not only are we proud to support Sunshine as a local North Carolina company, but it was ultimately selected to be among the 300 new beverages we are bringing in based on its exceptional taste, functionality and innovativeness.”

“Sunshine is redefining the energy drink, bringing new consumers to the category, and The Fresh Market recognizes that,” Roediger said. “Consumers are looking for energy options for everyday activities, which means moderate caffeine, healthier ingredients and added functionality – and that’s what Sunshine delivers.”

The Fresh Market will add all three flavors of Sunshine 12 oz. to beverage coolers in stores this month. As part of the brand’s launch, Sunshine participated in The Fresh Market’s Meals on a Mission Food Fair in May, which benefited Feeding America.

#### **About Sunshine Beverages:**

Sunshine is a fast-growing beverage company based in Winston-Salem, offering better-for-you energy beverages with great sparkling taste and no extreme ingredients. The company’s beverages are available in three delicious flavors—Ginger Berry, Clementine Twist, and Blueberry Lemonade—all with a feel-good energy blend of vitamins, electrolytes and light, natural caffeine to deliver the perfect pick-me-up. In a market overrun with extreme energy drinks, Sunshine is pioneering efforts to redefine the energy category by bringing good energy to consumers with the promise of great taste, no artificial flavors, lower sugars, and no more than 60 calories per can. Learn more at [drinkthesunshine.com](http://drinkthesunshine.com).

#### **About the Fresh Market:**

Since 1982, The Fresh Market, Inc. has helped guests make everyday eating extraordinary with time-saving meal solutions, unique ingredients and delicious food for any occasion. From fresh produce and exceptional meat and seafood, to signature baked goods and thousands of organic options, this specialty grocery retailer has something to please every palate. The Fresh Market currently operates 161 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com).

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