

Jones Soda to launch craft cola and zero cola

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Jones Soda announced the upcoming introduction of Jones Craft Cola and Jones Zero Cola, all-new formulas bringing the brand into the cola space for the first time, through a collaboration with Nitrocross Motorsports. The co-branded products begin a new multi-year Thrill One partnership that extends Jones' legacy as a champion of action sports.

The new canned colas will debut September 6-7 at the first adrenaline-pumping Nitrocross race of the season in Richmond, VA, featuring high-performance electric vehicles on tracks with high-banked corners and large jumps. The products will also be sold on-premise at other Nitrocross races, joining signage and other activations, and will soon be available nationwide.

Jones Craft Cola, made with natural cane sugar, and Jones Zero Cola, serving consumers preferring no-calorie beverages, elevate the cola taste to a new level. They build on Jones' nearly three-decade reputation as flavour experts and innovators known for scores of craft sodas ranging from Berry Lemonade to Orange & Cream to deliver new options that redefine the concept of quality colas.