



Hoplark expands portfolio, reimagines classic soda flavors with clean-label formulas

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The launch taps into two of the most nostalgic U.S. soda flavors while addressing a growing consumer shift toward low-sugar, clean-label alternatives. Each variety contains just 5 grams of natural sugar per can and is crafted without artificial ingredients, in line with HopLark’s commitment to transparency and intentional formulation.

“Consumers are moving away from overly sugary sodas, but they’re still craving flavor,” said Shannon Wright, Senior Marketing Manager at HopLark. “By reimagining Root Beer and Ginger Ale with real ingredients and a modern nutritional profile, we’re bringing depth and complexity back to the category without compromise.”

The Root Beer One, first introduced in 2023 as a limited run, returns with enhanced botanical and earthy notes. The Ginger Ale One offers a bright, spicy counterpart designed to deliver a crisp finish with a touch of bite. Together, they mark HopLark’s latest step in portfolio expansion, building on the brand’s HopTea, Hop Water, and HopLark 0.0 non-alcoholic

lines.

Available in select retail locations and online starting August, The Soda Set reflects Hoplark's strategy of entering adjacent beverage categories with flavor-forward, health-conscious products that resonate across both mainstream and specialty channels.