

Wet Hydration launches at The Vitamin Shoppe, expanding access to premium functional hydration

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Wet Hydration, the premium functional beverage brand redefining modern hydration, announced its launch at The Vitamin Shoppe® in February 2026, bringing its portfolio of functional wellness waters and clear protein waters to one of the nation's leading speciality health retailers.

Designed for today's on-the-go lifestyle, Wet Hydration offers zero sugar, zero bubbles, and bold fruit-forward flavours – combining hydration, function, and taste in a sleek aluminium can. With targeted benefits across hydration, wellness, and recovery, the brand continues to build momentum among fitness-forward and wellness-minded consumers.

“We see The Vitamin Shoppe as a key partner in reaching consumers who are actively seeking functional solutions that fit into their daily routines,” said Randy Smith, VP of Sales at Wet Hydration. “This launch allows us to meet shoppers where they already go for performance and wellness, while offering something truly differentiated in the hydration aisle.”

The Vitamin Shoppe rollout includes Wet Hydration's SKUs from the core Wellness Water lineup, as well as select Protein Water SKUs, delivering a light, smooth alternative to traditional protein beverages without compromising on taste.

“Our focus has always been on building a brand that lives at the intersection of function, flavour, and lifestyle,” said Jon McKillop, President of Wet Hydration. “Partnering with The Vitamin Shoppe validates our product innovation and reinforces our commitment to delivering elevated hydration solutions to a health-conscious consumer.”