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Sparkling Ice LIFE SAVERS collab brings four new candy-inspired flavours

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For candy lovers, the Sparkling Ice brand, crafted by Talking Rain Beverage Company, has embarked on a new collab with LIFE SAVERS Candy to transform the classic taste of LIFE SAVERS into Americaâ??s favourite zero-sugar sparkling water.

The launch extends Talking Rainâ??s partnership with Mars by introducing four new candy-inspired flavours of Sparkling Ice: Wild Cherry, Strawberry, Pineapple and limited-edition Green Apple.

â??LIFE SAVERS flavours appeal across generations and we know that Sparkling Ice consumers love having their candy dreams transformed into a zero-sugar beverage reality,â?• said Lisa Holcomb, vice president of brand at Talking Rain. â??Both brands have built their legacies on flavour variety and exploration. Consumers today are looking for the comfort of nostalgic flavours, as well as a refreshing treat that lifts their spirits. And because colour strongly influences the tastes we experience, having a beautiful green in this lineup communicates to our consumers that our products are anything but subtle.â?•

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â??As a company, weâ??ve wanted to add green to our rainbow of Sparkling Ice flavours in the U.S. for years, but that tantalising colour remained out of reach â?? until now,â?• said Emily Cruz, Talking Rainâ??s research and development manager. â??Iâ??m proud of how our team connects culinary creativity and science to deliver innovation, and I canâ??t wait to see these delicious new flavours hit store shelves.â?•

Cruz added that consumers who love the innovative, bold new green Sparkling Ice have something else to look forward to. â??While green marks a milestone for Sparkling Ice, itâ??s only the beginning. Later this spring, weâ??ll expand the rainbow with a patriotic twist, bringing to life a vivid blue.â?•

Talking Rain has long known that its consumers look to Sparkling Ice for a variety of new and exciting flavours. The runaway success of Sparkling Ice STARBURST last year proved just how much consumers are interested in seeing their favourite candy brands brought together with Sparkling Ice.

â??This collaboration reflects how Sparkling Ice continues to push the sparkling water category forward,â? said Ken Sylvia, CEO of Talking Rain. â??By transforming iconic LIFE SAVERS flavours into a zero-sugar sparkling water and delivering these game-changing green and blue colours, weâ??re advancing flavour and colour innovation. Itâ??s a clear example of how consumer demand, technical capability and portfolio strategy come together to drive retail growth.â?