

AMASS Brands Group Launches AMASS Electrolyte Mixers

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AMASS Brands Group, a premium, multi-category beverage platform spanning non-alcoholic, functional, and alcohol 2.0 products, announced the launch of AMASS Electrolyte Mixers, a new line of functional beverage products formulated for hydration-focused and wellness-oriented consumption occasions, with or without alcohol.

AMASS Electrolyte Mixers, available in ready-to-drink (RTD) cans, are formulated with clean-label ingredients and zero added sugar or artificial sweeteners, consumable as both a standalone product or as a mixer paired with alcoholic or non-alcoholic spirits. Each blend contains 20 or fewer calories and is formulated with real ingredients, including Pacific sea salt and essential electrolytes to help support hydration while delivering a premium, versatile beverage experience.

“The launch of AMASS Electrolyte Mixers is an important milestone in connecting our brand directly to our platform strategy,” said Mark Thomas Lynn, founder and CEO of AMASS. “The global beverage market is seeing a fundamental shift in how consumers approach drinking with a focus toward balance, recovery, and more intentional consumption. This product is designed to meet that moment, whether used on its own or as a mixer with your spirit of choice.”