

PURA STILL IS A NEW SPIKED STILL WATER

By Livvy Houghton and Alex Hawkins

04 : 01 : 2019 Drinks : Water : Alcohol



Pura Still, US

Watch this video at <https://www.lsnglobal.com/news/article/23403/pura-still-is-a-new-spiked-still-water>

New York – A new brand of alcoholic still ‘water’ plays on the trend for spiked seltzer by offering health-conscious consumers an uncarbonated, low-alcohol drinking option.

Pura Still is a clear malt drink that contains about as much alcohol as a light beer (4.5%), but tastes like flavoured water. Made using a triple filtration process that removes all aroma and colour, the drink is available in blackberry, mango and mandarin orange flavours. With the tagline ‘anything but flat’, the brand aims to fill a gap in the low-abv market for beverages without the fizz.

‘Bloating is a big thing,’ says brand manager Jennifer McCauley. ‘The fact that Pura Still is non-carbonated is definitely a huge benefit.’ And as clear drinks grow in popularity, Pura Still’s clarity could prove to be another draw for the brand. While many drinks marketers have turned to the unusual use of colour to make their products stand out, others are attracting consumers with **clear versions of typically colourful drinks**.