



**For Immediate Release**

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## **THOMAS KEMPER SODA INTRODUCES NEW PURELY NATURAL SODA IN WHOLE FOODS MARKET**

PORTLAND, Ore. – May 21, 2010 – Thomas Kemper Soda, a Portland, Ore. based maker of premium craft brewed soda, announces the launch of new Purely Natural Soda in Whole Foods Market. Brewed by hand with all-natural ingredients including honey, fruit juice and premium spices, Purely Natural Sodas are also caffeine and gluten free, contain no preservatives or artificial ingredients, and are lightly sweetened with cane sugar.

Purely Natural Soda initially launched in Whole Foods Market in the Pacific Northwest in April, and based on initial success has since expanded into Whole Foods Market So Pac Region (Southwest US). “Thomas Kemper Soda is well known for premium ingredients and hand-crafted taste”, said Bill Germano, President and CEO of Thomas Kemper Soda Co. “moving into Whole Foods Market seemed like a natural evolution to us as well as to our loyal customers.”

Thomas Kemper Purely Natural Soda collection includes innovative flavors, with less sugar than regular sodas, such as:

- **Root Beer:** Rich, creamy and robust world-class Root Beer.
- **Spiced Ginger Ale:** A delicious blend of honey, Jamaican Ginger, nutmeg and clove.
- **Blood Orange:** Mediterranean Blood Orange with tangerine juice and pomegranate.
- **Black Cherry:** Fresh, sweet and tart Bing Cherries with a kiss of honey.

In addition to Whole Foods, Thomas Kemper Purely Natural Soda is also available at gourmet retailers such as New Seasons, Bristol Farms, Fred Meyer, Metropolitan Markets, and Market of Choice. Distribution includes Thomas Kemper Distributors such as Columbia Distributing and Odom Corporation in the Pacific Northwest, as well as UNFI for the Natural Foods channel nationally. Expansion continues in the western US and will include the eastern US in summer 2010.



### **About Thomas Kemper Soda Co.**

Thomas Kemper Soda Co. is a privately-owned company that produces classic and all-natural varieties of craft-brewed bottled soda. The company got its start in the explosive microbrew scene of 1980's Seattle. Today, Thomas Kemper maintains the same Northwest spirit at its Portland, Ore., headquarters and continues to bottle its soda in small batches.

Thomas Kemper products are available at grocery stores, natural foods markets, finer retailers, and restaurants throughout the Western U.S. with growing availability across the rest of the U.S. and Canada. For more information, visit [www.tksoda.com](http://www.tksoda.com).

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