

June 24, 2019

To Our LaCroix Family,

LaCroix® Sparkling Water was developed to give health-conscious consumers refreshment, flavor, and *sparkle* with an *innocent twist* of zero calories, zero sweeteners and zero sodium. The *innocence* of naturally-essenced LaCroix has propelled it to America's top-selling branded domestic sparkling water.

All of us at LaCroix are proud of our contribution to a growing movement away from sweetened drinks and unwanted or unhealthy beverage ingredients. We truly appreciate the support of the many LaCroix fans whose health and hydration is our core purpose.

LaCroix's reputation has been maligned over the last year by 'buzzworthy' publicity arising from false and intentionally misleading accusations that may take months or years to refute in court. Because LaCroix's relationship with our fans is something special to us, we are communicating with you today about LaCroix. We recognize that a brand that presents itself as pure, innocent, and healthy has an obligation to its consumers. We want you to know that we have been faithful to that obligation. Here are facts about our ingredients and our packaging:



LaCroix is made only with flavor ingredients that have been certified as natural.



All LaCroix flavor ingredients are non-GMO. We have worked with ingredient suppliers to obtain formal non-GMO certification for all of LaCroix's ingredients.



LaCroix was among the first brands to obtain cans without BPA-based liners. All LaCroix products are being filled in cans without BPA-based liners.

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LaCroix is produced in our own facilities to maintain direct control over the process, ingredients, and water quality in every can. We continuously test and analyze all aspects of production to assure the highest level of quality in every can of LaCroix.



LaCroix's product labels are changing to comply with new federal regulations to the nutrition panel (even though LaCroix has "0" on every line!). As part of these changes, the label will state that each product is Whole30, non-GMO, and produced without a BPA liner.

We never have, and never will, make false statements about our products.

We listen and learn from LaCroix fans and we take seriously the expectations that you express to us. We love the fun, meaningful, and engaging relationships we have with all of our fans. We especially love hearing directly from you. This engagement is so special to what creates a vibrant part of #LiveLaCroix.

Please continue to share your love and support.

XO, The LaCroix Team