Fruitbelt Sparkling Tonic Featured as 2019 Trend by SPINS

Elohi Strategic Advisors client Fruitbelt was recently spotlighted by industry expert SPINS in its influential 2019 Trend Predictions report.

MARION, Ill. (PRWEB) February 02, 2019 -- Midwestern company Fruitbelt Sparkling Tonic, a client of growing firm Elohi Strategic Advisors, has recently been highlighted in the 2019 Trend Predictions report by SPINS.

SPINS leads the wellness industry in customer insights and analytics reporting, and its infamous trend spotlights use expert data forecasting to foretell the ‘next big thing’ in food. Listed first in the 2019 Trend Predictions is the “Betting on Bitters” report, which includes an innovative company that’s turning tart apples and cherries into a sparkling fruit tonic consumers can’t get enough of: Fruitbelt.

“For complex, satisfying flavors without a lot of sugar, bitters play well in both craft cocktail and mocktail settings,” says the recent SPINS report. “Fruitbelt...bitters themselves contain heirloom apples and other native tastes: aronia berries, chicory root, dandelions, and propolis. These drinks pair well as mixers, but they are also marketed as competition for sparkling water and sugary soda.”

Based in Michigan, Fruitbelt is available in two flavors—Crisp Apple and Bright Cherry—and feature 60 calories and no added sugar. Its iconic tart taste makes it a refreshing beverage or mixer.

“The team at Elohi has known Fruitbelt is the perfect example of what consumers want in a sparkling beverage, and we’re thrilled to see the industry experts at SPINS agree,” says Elohi Chief Executive Officer Stephanie Lind. “Whether it is served as a healthier alternative to soda, a tart pick-me-up or a gourmet cocktail or mocktail mixer, Fruitbelt gives consumers the natural choice they want.”

The orchards of southwestern Michigan inspired the Fruitbelt product, which was founded after two friends with experience in chemistry and invention began discussing their dream sparkling beverage in 2012.

“Our drink came of the question, ‘What if a drink could do more than quench thirst? What if a drink could help to restore something that is in danger of being lost?’” explains CEO and founder Michele Gazzolo. “And we accomplish this by sourcing our ingredients from the orchard. We at Fruitbelt find a perfect partner in Elohi, who understands and values the importance of restoring biodiversity through the common language of food.”

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About Elohi Strategic Advisors

Elohi Strategic Advisors is a national, woman-owned advisory firm. Based in Marion, Illinois, Elohi employs a team of experts across the country to assist natural and sustainable foodservice brands in distribution and growth. A percentage of all Elohi operating income is donated to organizations that support Indigenous People and establish nutritious programs for children and seniors. The team at Elohi believes that the only way to change the world is to change the way the world eats. Visit elohi.us to learn more.

About Fruitbelt
Fruitbelt P.B.C. is a public benefit company based in Sawyer, Michigan, committed to illustrate, through the formulation and marketing of sparkling fruit tonics, the role of biodiversity in sustaining the orchard ecosystem. Visit fruitbelt.com for more information.
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