



OAKLAND ATHLETICS

Media Release

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A's, Zevia Announce New Soda Option at O.co Coliseum **Partnership Makes Zevia First-Ever Zero Calorie, Naturally Sweetened Soda in MLB**

OAKLAND, Calif. – The **Oakland Athletics** will bring an innovative new choice to fans this season by introducing **Zevia** as the **first-ever naturally sweetened, zero calorie soda in Major League Baseball**.

The partnership will make Zevia available at concessions throughout O.co Coliseum in branded coolers, through sampling for fans and during in-game advertising and promotions. Zevia will also be available at special events on the 2014 calendar.

Zevia will offer four of its familiar flavors in-stadium throughout the season, including Cola, Ginger Root Beer, Ginger Ale and Cream Soda. Zevia is sweetened with a blend of stevia, a plant-based alternative to artificial sweeteners. It is both **all natural and contains zero calories**. Recently, monk fruit was also added as a key ingredient to sweeten its product offering.

“We are pleased to be working with Zevia to provide our fans with a natural zero-calorie option,” said A’s President Mike Crowley. “The A’s have always been open to a new way of doing things and we are thrilled that Zevia has come on board as a business partner.”

“From their success during the 1970s and 80s to the era of ‘Moneyball,’ the A’s have always been an inventive franchise that succeeds using a different path than their competitors – this is every bit the Zevia story, as we’ve built the leading zero calorie, naturally sweetened soda brand,” said Zevia CEO Paddy Spence. “American families have made clear they want alternatives to artificial sweeteners – the Oakland A’s just gave them one.”

Zevia branding will be highly visible at the Coliseum, appearing on rotating billboards behind home plate and as sponsor of the team’s popular Dot races, which appear on the stadium video boards during inning breaks. Zevia will also receive title sponsorship of Breast Cancer Awareness Day, including recognition on an A’s co-branded pink rally towel, distributed to 10,000 fans at that game.

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