

# New 'Citrus Splash' Lemon-Lime Soft Drink: Crisp, Light, and Refreshing

HUNTINGDON VALLEY, Pa. (SEND2PRESS NEWSWIRE) – Multi-Flow Industries, a Beverage Processor founded in 1937, recently launched a new Fountain-Dispensed Lemon-Lime Carbonated Soft Drink brand. CEO Mark Stephens announced, "We're incredibly proud of our new premium lemon-lime soft drink, that has consistently beaten all 3 of the other national brands in blind taste tests. And, just like the rest of our line-up, new Citrus Splash offers a true value to foodservice operators as a lower-priced alternative to 7-Up, Sprite, and Sierra Mist."

"Citrus Splash" offers a unique balance of lemon and lime flavors. Product Development Director Owen Rothstein tested dozens of flavor mixtures, including several different blends of sweeteners. The results, according to Rothstein, prove that the new lemon-lime soft drink outscores the national brands by as much as a 10-to-1 ratio.

The brand name was developed by one of Multi-Flow's Route Drivers in Fort Lauderdale, Florida: Reggie Garret. During the brand team's visit to the Miami area, Reggie offered up "Citrus Splash" as a potential name for the new soft drink.

Stephens said, "As soon as it came out of Reggie's mouth, I knew we had the perfect brand name for the perfect new beverage." Based on "Taste Panels" from consumer focus groups, the descriptive tag, "Crisp, Light, and Refreshing" was subsequently added.

"Citrus Splash" will be branded under the "Micro-Brewed by Multi-Flow" logo, which also encompasses Kodiak Cola, Kodiak Diet Cola, Morning Dew, and a variety of other carbonated soft drinks. Multi-Flow Industries exclusively manufactures fountain-dispensed beverages, through its own distribution network along the East Coast, as well as through allied distributors throughout the U.S.

Their product line is available for national distribution to restaurants, foodservice, and all other locations that serve fountain-dispensed drinks.

More information is available at Multi-Flow Industries' company Web site, [www.multiflow.net](http://www.multiflow.net).

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