



**Apretón Artesanal Soda**

**4818 West Market St  
Greensboro, NC 27407  
(336) 850-1477**

**Contact@apretonsoda.com**

## Who we are

When our founder was growing up, he was introduced to a soda company that his father enjoyed while living in the Berkshires. When we decided to get into the beverage game, we wanted to ensure that we were bringing something to the market that stood out among the competition like the one from his childhood. We saw an opportunity to create a beverage that tastes great and wasn't loaded with unnecessary preservatives and sugars. Apretón is perfect for those looking for a non-alcoholic beverage that isn't a typical soda as well as the perfect mixer for your favorite cocktails.

Apretón is produced locally in Greensboro, NC by its parent company Tap Hopper Canning. We're from North Carolina, and it's important to us to source as many of our materials as we can from local businesses. We want our partners to be as proud to sell Apretón as we are to make it.

## What is Apretón?

In Spanish, 'apretón' can be translated as "squeeze" or "tight grip". It's often used to describe the action of pressing or squeezing something firmly, such as squeezing someone's hand in a greeting or applying pressure to extract juice from a fruit. When we were picking a name for our brand it was important to us to represent both our dedication to quality and to partnership. We make Apretón in small batches every time to ensure the highest quality and flavor possible. We want to ensure that every can of Apretón you open tastes just as good as the last.

- **Effervescent Beverage**- Apretón is not your traditional soda. We wanted to create something with the focus on natural flavors. It is our goal to create something fresh and delicious that tastes just like the fruit each can is derived from. With a lighter mouthfeel and more delicate carbonation, we believe Apretón will stand out amongst the crowd of competition and not leave you feeling bloated and weighed down.
- **½ The Calories & Sugar**- We know a lot of people are paying more attention to what they consume and we wanted to make sure Apretón kept that in mind when we were creating our product. Every can of Apretón contains only 70 calories, making it a great alternative to many sodas on the market.
- **Non GMO**- We use non GMO ingredients including organic cane sugar to make Apretón, so you can worry a little less about what you're putting into your body.
- **Versatility**- Apretón is great alone as an N/A beverage or will be the perfect mixer for your next cocktail. Check out some of our suggested cocktail recipes on the back of this flyer!

## Price

Introductory Price (while supplies last):  
\$36 per case of 24

Starting 5.1.2024, pricing will be:  
\$39.50 per case of 24

Manufacturer Suggested Retail Price:  
\$3 per can  
or  
\$9.99 per 4 pack

## Ready to place an order?

Matt Duberstein  
☎ (503)201-3569

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🌐 www.apretonsoda.com





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## Suggested Drink recipes:

From Palomas to Mimosas, Apretón goes great with everything! See below for a few suggested recipes below and please share and tag us at @apretonsoda with any of your own!

### Paloma

- 2 ounces tequila
- 4 ounces Apretón Grapefruit
- ½ ounce lime juice
- Coarse sea salt, for the rim of the glasses
- Ice

#### Instructions

Salt the rim of the glass by rubbing a grapefruit wedge around the edge and dipping it onto a small plate of salt. Mix the tequila, Apretón, and lime juice into the glass. Fill the remainder of the glass with ice. Adjust sweetness to taste. Garnish with grapefruit wedge.

### Torreón Sling

- 2 ounces Mezcal
- 2 ounces Apretón Grapefruit
- 3 dashes of chocolate bitters
- Large ice cube

#### Instructions

Add bitters into glass, then large ice cube. Pour in Mezcal, then top with Apretón. Garnish with twist of orange.

### Ranch Water

- 2 ounces blanco tequila or vodka
- Apretón Grapefruit
- dash of salt
- Fresh lime wedge for garnish

#### Instructions

Fill a tall glass to the brim with ice. Pour in the tequila or vodka. Add a tiny sprinkle of salt to bring out the flavors.

Fill the rest of the glass with Apretón. Gently stir once with a spoon to mix. Add a lime wedge and serve at once.

### Grapefruit Gin Rickey

- 1.5oz of your favorite Gin
- 250ml Apretón Grapefruit
- Squeeze of lemon or lime juice
- Summer berries and fresh mint to serve

#### Instructions

Over ice, pour the gin into a glass and top with Apretón. Add a squeeze of lemon or lime, top with mint (and a few summer berries if you fancy!)

### Mimosa

- Prosecco, or a good quality champagne
- Apretón Grapefruit

#### Instructions

Fill champagne flute half full with chilled sparkling wine. Top with Apretón.

### Pink Flamingo

- 2 ounces White Rum
- ¾ ounce lime juice, freshly squeezed
- 3 ounces Apretón Grapefruit
- Garnish: lime wheel or long lime twist

#### Instructions

Add the rum and lime juice to a shaker with ice and shake until well-chilled. Strain into a highball glass filled with fresh ice. Top with the Apretón. Garnish with a lime wheel or long lime twist.

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