



## OUR STORY

IT ALL STARTED WHEN JILL AND BRYCE MORRISON TOOK A TRIP TO THE DOMINICAN REPUBLIC IN 2018. AFTER THE FIRST DAY, JILL WAS TIRED OF THE SUGAR, CARBONATION, AND HEAVINESS OF THE RESORT'S BEVERAGES. SHE NOTICED PASSION FRUIT WATER IN THE LOBBY AND SIPPED ON THAT AS SHE STARED HER SECOND DAY OF THE VACATION. SHE GOT THE BRILLIANT IDEA TO ASK THE BARTENDER TO POUR SOME VODKA IN HER FRUIT WATER. SHE LOVED IT! SHE DRANK IT THE REST OF THE TRIP AND DIDN'T EXPERIENCE THE BLOAT OR HEADACHE - ALL WHILE FEELING HYDRATED.

WHEN JILL RETURNED TO THE STATES, JILL CREATED A DRINK THAT WAS THE PERFECT, ALL NATURAL, SUGAR-FREE MIX OF TASTY AND BOOZY, AND IT DIDN'T TAKE LONG FOR IT TO BECOME A STAPLE AMONG HER (AND BRYCE'S!) FRIENDS. HOWEVER, ONE OF THEIR KIDS ACCIDENTALLY GRABBED ONE OF JILL'S SPECIALLY CONCOCTED WATER BOTTLES FROM THE COOLER, SO BRYCE SUGGESTED SHE PROPERLY LABEL THEM AND JILL BEGAN TO SCRIBBLE "MOM" ON THE SIDE. THUS, MOM WATER WAS BORN.



### Facts

- No Carbonation**
- 0 Sugar**
- 0 Sodium**
- 0 Artificial Preservatives**
- 0 Carbs**
- 90 Calories**

### Ingredients

- Water**
- Grain Neutral Spirits (Vodka or Tequila depending on SKU)**
- All Natural Flavors**
- Citric Acid**



**Mom Squad**  
THIS VARIETY PACK CONTAINS:  
**Coconut Mango (Sandy)**  
**Passion Fruit (Julie)**  
**Blueberry Peach (Linda)**  
**Lemon Blueberry (Karen)**

Every flavor has a name!



**Vacation Mode**  
THIS VARIETY PACK CONTAINS:  
**Strawberry Kiwi (Susan)**  
**Pineapple Orange (Nancy)**  
**Blackberry Lime (Kathy)**  
**Apple Melon (Mary)**



**12-can Variety Pack**  
THIS VARIETY PACK CONTAINS:  
**Strawberry Kiwi (Susan)**  
**Cherry Pineapple (Jackie)**  
**Blueberry Peach (Linda)**  
**Watermelon (Stacy)**



**The Bes-Tea Pack**  
NOTE: THIS HAS AN ADDED INGREDIENT OF TEA EXTRACT  
**Classic Tea (Jenny)**  
**Strawberry Tea (Lisa)**  
**Peach Tea (Katie)**  
**Raspberry Tea (Nikki)**



**DAD WATER**  
NOTE: Tequila instead of Vodka  
**PINEAPPLE JALAPENO (GARY)**  
**BLOOD ORANGE (RODNEY)**  
**GRAPEFRUIT (STEVE)**  
**LIME (TOM)**

## FREQUENTLY ASKED QUESTIONS

**Q: Do you sell these in individual flavors?**

**A: YES! SELECT FLAVORS ARE AVAILABLE IN 4-PACKS.**

**Q: Is this gluten Free?**

**A: YES! SUGAR AND CARB FREE AS WELL.**

**Q: Is this a Seltzer?**

**A: NOPE! WE HAVE ZERO BUBBLES.**

**Q: Where is Mom Water Made?**

**A: MOM WATER IS INDIANA OWNED AND WISCONSIN MADE. WE LOVE THE MIDWEST!**

**Q: What is in Mom Water?**

**A: ONLY 4 INGREDIENTS! WATER, VODKA, ALL NATURAL FRUIT FLAVORS, AND CITRIC ACID.**

**Q: What is Mom Water sweetened with?**

**A: NOTHING! MOM WATER HAS ZERO SWEETENERS, ALL IT'S FLAVOR IS FROM NATURAL FRUIT.**

**Q: Why are some other seltzer brands priced less than Mom Water?**

**A: MOM WATER IS SPIRIT BASED WHICH MAKES IT A PREMIUM READY TO DRINK. OTHER BRANDS PRICED LESS ARE TYPICALLY MADE WITH A MALT BASE. THE TAXATION ON SPIRIT BASED PRODUCTS IS TYPICALLY MUCH HIGHER WHICH LEADS TO THE PRICE DIFFERENCE. MOM WATER BEING SPIRIT BASED ALLOWS IT TO BE SUGAR AND CARB FREE.**

### Preferred Language

- “MOM WATER” / “DAD WATER”
- FRUIT INFUSED VODKA WATER
- FRUIT INFUSED TEQUILA WATER
- NON-CARBONATED SPIRIT WATER
- ZERO SUGAR, ZERO CARBS
- NO ARTIFICIAL PRESERVATIVES
- ALL NATURAL & GLUTEN FREE
- MW: 90 CALORIES / 4.5% ABV
- DW: 100 CALORIES / 5.25% ABV

### Avoid

- “MOM'S WATER” / “DAD'S WATER”
- READY TO DRINK / CANNED COCKTAIL
- NON-CARBONATED SPIRIT WATER
- NON-CARBONATED SELTZER
- SAYING THERE'S ADDITIVES/FRUIT JUICE
- PRICING DISCUSSIONS

If you have any questions, please email [keraj@drinkmomwater.com](mailto:keraj@drinkmomwater.com)