

Blossom Water LLC Announces National Kroger Authorization

Over 1,000 Additional Stores Boost Coast-to-Coast Retail Base and Brand Awareness

WESTWOOD, MASSACHUSETTS, UNITED STATES, September 15, 2016 /EINPresswire.com/ -- Blossom Water LLC (<http://drinkblossomwater.com>), category creator for floral-enhanced natural essence waters, has received authorization to sell its flavored waters in 1,075 stores owned by the Kroger Family of Companies. These stores operate under the supermarket banners of Kroger, Ralphs, Dillons, Smith's, King Soopers, Fry's and QFC as well as the multi-department store banner of Fred Meyer, the nation's third-largest supercenter operator. They span 35 states across the Pacific, Rocky Mountain, Midwest, Southwest and Southeast regions of the U.S.



Blossom Water Flavors

The Kroger Co. operates the largest traditional grocery store chain in the country. Business principles that made the first Kroger store successful in 1883 – service, selection and value – continue to guide company operations today, bringing steady market share gains in this highly competitive sector. A case in point has been Kroger's differentiation from other “mass grocers” through expanding its offering of natural products while simultaneously improving affordability, thereby capturing opportunity from growing mainstream adoption of healthier eating.

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Kroger is an industry thought leader. Their authorization affirms, not only for us but for other forward-looking retailers, that Blossom Water is quickly gaining resonance with consumers nationwide.

Steve Fortuna, President and Cofounder of Blossom Water

Founded in 2013, Blossom Water LLC produces a distinctive and premium line of floral-enhanced natural essence waters that are available in four flavors: lemon rose, plum jasmine, grapefruit lilac and pomegranate geranium. Unique in its botanical pairing of blossoms with fruit, Blossom Water

received a 2015 NEXTY award nomination at premier trade show Natural Products Expo West. NEXTY nominations recognize companies on the leading edge of natural product trends. Yet Blossom Water's innovation also harks back to multicultural tradition.

Take plum jasmine, for instance. Jasmine is more than ambrosia for the nose. It relaxes body and mind, evoking reminiscence of summer evening twilights, when its fragrance rises and wafts with the

gathering dew. Less well known are the aromatic qualities jasmine lends in food or drink. These notably influence perception of flavor, as flavor is actually a fusion of senses. Wine connoisseurs certainly appreciate this, and so the terminology for evaluating fine wine is as replete with descriptions of bouquet as of taste and texture. Jasmine tea, introduced in China at least several hundred years ago, is another example of such pleasant union. The jasmine flowers, picked as moist buds and gently heated so they open to peak redolence, are mated for hours with dry tea leaves to impart their blossom scented oils.

Blossom Water plum jasmine combines essence of *Jasminium grandiflorum*, a graceful vining plant that bears clusters of star-shaped flowers in snow white, with natural plum flavor. Like jasmine, plums were first cultivated in the East. Plum wine, known as “umeshu” and really a plum-based liqueur, has long been popular in Japan. It is often mixed with jasmine tea since marrying the tangy, rich plum with smooth, sweetly fragrant jasmine creates a well-rounded flavor that is perfect as aperitif or cordial – and perfect as inspiration for this Blossom Water blend. More about plum jasmine can be viewed at <http://drinkblossomwater.com/plum-jasmine>.

As with plum jasmine, all Blossom Water flavors deliver bright, thirst-quenching fruit upfront with a delicate floral note finish that is subtly aromatic yet crisp. Each flavor is simply pure water infused with essences of the fruit and flower, and balanced by a touch of natural sweetener, for an all natural and low calorie drink that fits into health-conscious lifestyles. For general background about the company and its products, please visit <http://drinkblossomwater.com> or <http://facebook.com/blossomwater>.

Interested journalists are invited to request a free sample of all four flavors or to converse more specifically about the company by directly contacting Blossom Water as shown below.

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This press release can be viewed online at: <http://www.einpresswire.com>

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