

Water With Some Pop to It

New Drinks Go After People Who Don't Like the Bland Taste; Controlling the F

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Sugar Averse

Poland Spring's sparkling water with fruit essence made by Nestlé Waters. This water flavored with 'fruit essence' aims to attract people who want 100% natural ingredients



Fake Sweet Tooth

Sparkling Ice made by Talking Rain Company Inc. This sparkling drink uses sucralose as a sweetener. 'We are not as boring as water. We are not as bad for you as soda,' says CEO Kevin Klock.



Customizers

Mio made by Kraft Foods Group Inc. The concentrated liquid comes in flavors like berry pomegranate and blueberry lemonade with artificial sweeteners.



Flavor Cravers

Hint Water made by Hint Inc. The still water has a hint of fruit flavor, no sweetener. 'Water is boring' to some consumers, says Hint chief executive and co-founder Kara Goldin.



Do It Yourselfers

CitrusZinger made by Zing Anything LLC. Users press citrus fruit in the bottom compartment, infusing the water with its taste, not its seeds.



Premium Seekers

989 OnDemand made by H2M Beverage LLC. The cap holds ingredients like Himalayan sea salt and minerals that are released into still water as the cap is twisted open.



Water Purists

Dasani made by Coca-Cola Co. Bottled water is the No. 2 best-selling beverage in the U.S. after traditional soda.



Bubble Fix

S. Pellegrino imported by Nestlé Waters. Carbonation makes drinks feel colder in the mouth, says Bruce Bryant of Monell Chemical Senses Center.