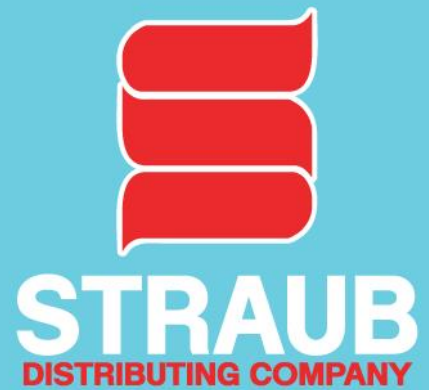


STRAUB DISTRIBUTING 2024 NA PORTFOLIO 1ST QUARTER



HEALTH-ADE KOMBUCHA NOW AVAILABLE!

- Health-Ade available in 8 Delicious Flavors
- Expand your Mixer Lineup with La Paz!

NEW RECOVER 180, GHOST & BUCKED UP ENERGY

- Bucked Up Energy Now Available
- Introducing Recover 180 Organic Hydration

HYDRATION IS HERE

AUTHENTIC FLAVORS • ELECTROLYTES • ZERO SUGARS*

NEW
HYDRATION DRINK



SALES REPRESENTATIVE

CONTACT #

Straub Distributing Co.
4633 E. La Palma Ave
Anaheim, CA 92807
714.779.4000
StraubDistributing.com

OUR BRANDS

DOMESTIC



IMPORT STYLES



NATIONAL CRAFT



LOCAL CRAFT



WINE & SPIRITS

NÜTRL
Vodka. Seltzer. Real Juice.

BEATBOX
BEVERAGES

PASMOSA
PREMIUM SANGRIA

WESTERN SON
VODKA

4 SONS

SLARP SHOTS
ALCOHOL INFUSED
GELATIN

DRNXMYTH

10 BARREL
BREWING CO

SACACUENTO
MEZCAL

La Paz
Cocktail Mixes

KU

CRAFT STANDARD
DRAFT COCKTAILS

KENDALL-JACKSON

LA CREMA

COPA DI VINO
PREMIUM WINE

MURPHY
-GOODE-
EST. 1985

BENVOLIO
ITALIA

PORCH
POUNDER

WATER

Liquid Death
MOUNTAIN WATER

FIJI
WATER

WAI'AKEA
HAWAIIAN VOLCANIC WATER

ICELANDIC
GLACIAL

MINERAGIA
JARRITOS

perrier

S.PELLEGRINO

CRYSTAL GEYSER
NATURAL
ALPINE SPRING WATER

Nestlé Pure Life
PFL

ODDLAND

ENERGY

GHOST

GFUEL

RYSE

UPTIME

BUCKED UP

AMINO.O
ENERGY
ELECTROLYTES

TEAS & JUICE

BREW DR.
KOMBUCHA

HEALTH-ADE

AriZona

good2grow

steaz

LANGERS
Langers It's In The Juice

SODA, HYDRATION, COFFEE & MORE

JARRITOS

sangria
SEÑORIAL

SIDRAL
Mundet
PASTEURIZADO

CO2
COCONUT
WATER

La Paz
Cocktail Mixes

MICHELADAS
JARRITOS
PASTEURIZADO

SUEROX

RECOVER
ORGANIC HYDRATION 180

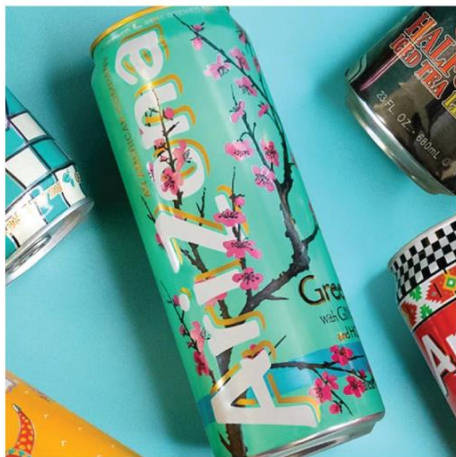
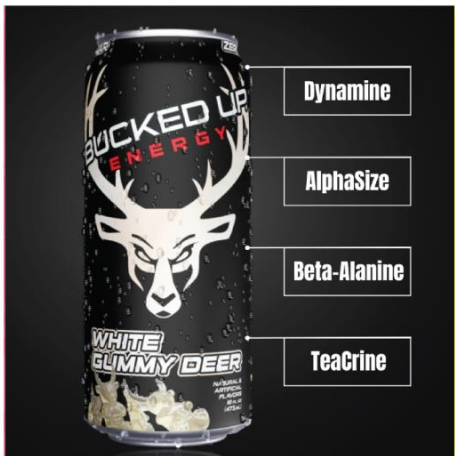
LEAN BODY

Nestlé
Nesquik

BLACK RIFLE
COFFEE COMPANY

SUPER
COFFEE
POSITIVE ENERGY

KETTIE
BRAND
POTATO CHIPS



NON ALCOHOLIC PRODUCTS



Ghost Energy **NEW FLAVORS**

No sugar. No artificial colors. No BS. Introducing Ghost® Energy, the fully transparent, fully loaded, feel-good energy drink we've all been waiting for. Each can is loaded with 200mg caffeine, 0g Sugar, 1g Taurine, AstraGin, 1000mg of Acetyl-L-Carnitine, 100mg of NeuroFactor, and 100% of your 7 daily B-Vitamins.

Ghost Energy partners with brands you love (Warheads, Sour Patch Kids + More) and infuses them with energy!



Flavors

Sour Patch Kids Redberry
Sour Patch Kids Blue Raspberry
Warheads Sour Watermelon
Warheads Sour Green Apple
Tropical Mango
Citrus
Orange Cream
Swedish Fish
Cherry Limeade
Pink Lemonade
Bubblicious Strawberry (Summer)



Ryse Fuel Energy Drink **NEW FLAVORS**

RYSE Fuel™ combines the perfect amount of clean, all-day energy from 200mg of natural caffeine combined with an efficacious dose of focus & flow enhancing ingredients to deliver an incredible energy experience. We finish off this magic in a can with a blast of delicious flavors! #FuelUp



Flavors

Kool-Aid
SunnyD
Smarites
Ring Pop
Tiger's Blood
Baja Burst
Country Time Lemonade

Flavors

Sour Punch
Peach Cooler
Rainbow Sherbert



G Fuel Energy + Focus **NEW FLAVORS**

The Official Energy Drink of Esports! We provide gamers with a healthier, more-effective alternative to standard energy product. Sugar-free, antioxidant & vitamin fortified, and focus enhancing with 300mg of caffeine!

We partner with leading streamers like PewDiePie (108M Subs!) and Faze Clan so gamers know & trust G Fuel!



Flavors

Sonic Peach Rings
Crash Bandicoot Wumpa Fruit (Apple Mango)
Pewdiepie Lingonberry
Sour Chug Rug (Blue Raspberry)
Naruto Sage Mode (Pomelo White Peach)
Ninja Cotton Candy
Watermelon Limeade

Flavors

Rainbow Sherbet
Tetris (Rainbow Candies)
Hypesauce (Raspberry Lemonade)
Megaman Blue Bomber Slushee
Strawberry Slushie
Pacman Power Pellet (Cherry Lollipop)



UPTIME Energy

UPTIME Energy is a better for you premium energy drink that is non-GMO, with zero sodium and 142mg of natural caffeine. With its resealable bottle, you can enjoy as much or as little UPTIME as you want, when you want or need it. Find your place of productivity and purpose, on your terms. Available in Original and Sugar Free varieties. 12oz. Alum Bottle.



Flavors

Original Citrus
Blood Orange
White Peach Lemonade

Sugar Free

Mango Pineapple
Blueberry Pomegranate
White Peach Lemonade
Original Citrus
Tropical Passionfruit
Raspberry Lemon



BUCKED UP

Bucked Up Energy **NEW ITEM**

Bucked Up's signature energy drink was designed for those who push themselves to new limits. Become an unstoppable force with Bucked Up's powerful host of nootropics, energy boosters, and 300mg of caffeine. You won't find a better tasting boost - without the crash - anywhere else.



Flavors

Miami
Rocket Pop
Blood Raz
Sour Bucks
Mango Tango
White Gummy Bear

NON ALCOHOLIC PRODUCTS



Optimum Nutrition Essential AMIN.O. Energy + Electrolytes Sparkling **NEW ITEM**

A great-tasting boost of anytime energy, for wherever your day takes you. AMIN.O. Energy + Electrolytes Sparkling Hydration Drink offers a combination of 5 grams of amino acids, 100 mg of caffeine from natural sources, and electrolytes to support hydration and active living. Choose from a variety of refreshing fruit flavors!



Flavors

Juicy Strawberry
Grape
Blueberry Lemonade
Mango Pineapple Lime
Watermelon



Jarritos Mexican Sodas

Jarritos started in Mexico in 1950, it is the first national soft drink brand in Mexico and the leading brand in the mexican soft drink category in North America. The word Jarrito derives from the word "jug" in Spanish and refers to the Mexican tradition of drinking water and other beverages in clay jugs.

Available in 12.5 oz. Bottles & 1.5 Liter Plastic.



Flavors

Mandarin
Tamarind
Mango
Pineapple
Strawberry

Flavors

Fruit Punch
Grapefruit
Guava
Lime
Mexican Cola

Flavors

Mineragua



Sangria Seniorial

Popular since its creation in Mexico during the year 1960. This sparkling sangria is prepared with the finest wine grapes, essence of lemon and is sweetened with 100% natural sugar, the batch is later aged in oak barrels, fermented for a period of time and then the alcohol is removed. Available in 12.5 oz. Bottles & 1.5 Liter Plastic.



Sidal Mundet

Sidal Mundet is Mexico's original apple soda and part of Mexico's heritage since 1902, is a natural, healthy family favorite made with real apple juice and believed to have medical benefits due to its pasteurization process. Available in Apple Soda and Green Apple Soda. Available in 12 oz. Bottles & 1.5 Liter Plastic.



C2O Coconut Water

C2O Coconut Water is an excellent way to conquer thirst naturally. Never From Concentrate. 5 Essential Electrolytes. No Artificial Colors, Flavors, or Preservatives. Made with young green coconuts from Thailand grown in a freshwater environment. Available in 17.5oz Cans, 10.5oz Cans, and 1L Tetra.



Flavors

Coconut Water the Original
Coconut Water w/Pulp

Micheladas Antojitos

Micheladas Antojitos is a unique blend of spice carefully selected to enhance the flavor of your favorite beer or cocktail. It comes in a convenient styrofoam cup with a hand dipped salted rim, with our special blend of spices. We are the pioneer of the salted rim cup and our micheladas have made us the leader. Available in Regular and Caliente 24 oz. Cups. Also available in 25oz Liquid Mix. Watermelon and Mangonada Rimming Dips also available!



NON ALCOHOLIC PRODUCTS



Brew Dr. Kombucha **NEW FLAVORS**

Every batch of Brew Dr. Kombucha is crafted from the beginning. We start with the same high-quality organic teas we serve at our Townshend's Teahouses and add only organic botanicals (dried herbs, roots and fruits). It's a no shortcuts, whole ingredients approach that we have stayed true to from the beginning. The resulting flavors are clean and balanced – neither overwhelmingly vinegary nor cloyingly sweet. No juices or other flavors are added. Brew Dr. is an honest and authentic 100% raw kombucha with only naturally occurring live and active cultures.



Flavors

Love – Jasmine, Chamomile & Lavender Green Tea
Clear Mind – Rosemary, Mint & Sage Green Tea
Superberry – A 5 Berry Blend & Oolong Tea
Island Mango – Mango, Passionfruit, Ginger, & Sencha Green Tea
Blackberry Trails – Blueberry, Blackberry, Strawberry, Ginger, & Green Tea
Watermelon – Watermelon & Green Tea
Citrus Earl Grey – Blood Orange, Bergamot, Lemon, & Black Tea
Happiness – Elderflower, Rose, Chamomile, & White Tea
Strawberry Fields – Strawberry, Kiwi, & Green Tea
Pineapple Paradise – Pineapple, Passionfruit & Green Tea
Blood Orange Ginger – Blood Orange, Hibiscus, Ginger & Green Tea
Lemon Grove – Peruvian Ginger, Lemon & Green Tea



AriZona Iced Tea 23oz Cans

Born in the heart of Brooklyn, AriZona® Beverages came onto the scene with a fresh take on iced tea, which has now taken the world by storm. Since 1992, our mission has been to bring our customers great-tasting products, using top-quality ingredients, presented in uniquely designed packaging, skillfully produced and made affordable to everyone. Available in 23oz Cans.



Flavors

Green Tea
Green Tea w/Cucumber
Black & White Iced Tea
Iced Tea w/Lemon
Iced Tea w/Raspberry
Fruit Punch
Watermelon
Mucho Mango
Kiwi Strawberry
RXEergy Herbal Tonic
Sweat Tea
Arnold Palmer Lite H&H



Steaz Teas

Steaz Antioxidant Brew™ is steeped in the traditional goodness of tea and is formulated with ingredients that contain vitamin C to create a brew bursting with benefits. All Steaz beverages are certified organic and are made with fair trade ingredients. We have worked hard to keep the ingredients simple, only including what is needed to create a delicious functional drink, and leaving everything else out!



Flavors

Green Tea Peach
Zero Peach Mango Green Tea
Zero Raspberry Green Tea



Yerba Mate Flavors

Golden Mate
Mate Mint
Mate Peach



Liquid Death Enhanced Iced Tea **NEW ITEM**

These psychotic cans of iced black tea are dead set on using natural agave and B vitamins to savagely murder your thirst and turn its insides into balloon animals to book gigs at children's birthday parties. Liquid Death Iced Teas are 30cal, have 6g of agave based sugar, and deliver a microdose of 30mg of caffeine. Available in 19.2oz Cans.



Flavors

Grim Leaver
Dead Billionaire (FKA Palmer)
Rest in Peach
Slaughter Berry
Blueberry Black
Green Guillotine

NON ALCOHOLIC PRODUCTS



Liquid Death Mountain Water **NEW ITEM**

Liquid Death Mountain Water comes from a deep underground mountain source protected by a few hundred feet of stone and contains naturally occurring minerals (aka electrolytes) that aren't just good for your body, they will murder your thirst. Instantly. Our flavored sparkling waters are armed with agave nectar and merciless flavor to refresh your body and murder your thirst. Available in 16oz & 19.2oz Cans.



Flavors

Still
Sparkling
Severed Lime
Mango Chainsaw
Convicted Melon
Berry It Alive
Sparkling Gravefruit
Cherry Obituary
Squeezed to Death



Health-Ade Kombucha

Kombucha is fermented tea that contains probiotics and healthy organic acids. Ours is blended with delicious fruit juice to create a wide range of feel-good flavors. A little tart and a little sweet, with just the right amount of bubbles, kombucha is a delicious natural treat!



Flavors

Berry Lemonade
Ginger Lemon
Passion Fruit Tangerine
Pink Lady Apple
Pomegranate



Glow Up Flavors

Strawberry Glow
Ginger Pineapple
Citrus Immune Boost



Icelandic Glacial Water

Bottled at the source from the legendary Ölfus Spring, the Icelandic Glacial water supply is so pure that nothing needs to be added or taken away. Icelandic Glacial is among the purest bottled waters in the industry with a TDS level of just 62 parts per million (PPM). Icelandic Glacial also features an uncommonly high, naturally occurring alkaline pH level of 8.4. Available in .5L, 750ml, 1L, 1.5L Plastic Bottles.



Perrier

Elegant and refreshing. Perrier Carbonated Mineral Water has delighted generations of beverage seekers, with its blend of bubbles and balanced mineral content for over 150 years. Originating in France, its effervescent spirit is known worldwide. Available in original 11oz Glass, .5L Plastic in Peach, Strawberry, Lime, Orange, Original



San Pelligrino

S.Pellegrino Sparkling Natural Mineral Water is a timeless icon of Italian style. With its gentle bubbles and fine mineral balance, it enhances any convivial fine food occasion and elevates any moment, unlocking a world of quality and taste. Available in 750ml glass & 500ml PET



Waiākea Hawaiian Volcanic Water

Located just outside the quiet town of Hilo and surrounded by rich, bio-diverse forest preserves, a deep well source sits at the eastern base of the Mauna Loa volcano, one of the purest environments on Earth. The water slowly filters through thousands of feet of porous, volcanic rock, re-emerging at the surface as refreshingly crisp, naturally alkaline water. Available in 500ml, 1L, 1.5L PET.

NON ALCOHOLIC PRODUCTS



FIJI Water

FIJI Water is different because of its extraordinary source – a protected artesian aquifer found deep underground in the remote Fiji Islands. The unique mineral profile, which contributes to FIJI Water's signature soft, smooth taste, reflects Earth's Finest Water® sourced from an artesian aquifer and untouched until you unscrew the cap. Available in 500ml, 700ml, 1L, and 1.5L rPET Bottles.



Elysian x Oddland Odd Water **NEW ITEM** *Coming Soon*

Spark your senses with floral, citrus notes and sweet herbal characteristics not unlike those found in a juicy IPA. Bubbly, delicate, and refreshing – go ahead, stand out from the rest. Citra & Amarillo Hops. Available in 16oz. Can.



Arrowhead® Brand Mountain Spring Water

Our non-carbonated mountain spring water is sourced from naturally occurring mountain springs in California, Colorado, and Canada and we believe there are a lot of things that put us a sip above the rest. The Arrowhead brand started in California over 120 years ago. Available in 20oz, 700ml, 1L, and 1.5L PET Bottles.



Nestlé® Pure Life® Purified Water

Every drop in every bottle of our purified water goes through a rigorous quality process. That's how we can make sure it meets our high safety standards and tastes great too. We add a light blend of minerals to our water, to give Nestlé® Pure Life® Purified Water its distinctive, refreshing taste. Available in 20oz & 1L PET Bottles. Nestle Pure Life 33cl Water Bottles coming soon!



Crystal Geyser Alpine Spring Water

Crystal Geyser Alpine Spring Water is Bottled at the Source. We discovered remote, protected locations with water of remarkable quality and purity... but that was only the first step. We bottle right at the spring source to ensure the best possible quality, purity and taste. Available in .5, 1.0, 1.5 L & 700 ML PET + 1 Gal.



good2grow Waters, Juices, Milks

We make it easy for parents to see what's good inside. Our Character Tops on 6oz products are spill-proof, reusable and dishwasher safe. And our contoured shape is just right for a kid-sized grip. Wholesome goodness, inside and out with no sugar added, Non-GMO, and no artificial colors, flavors or preservatives. 6oz Bottles



Juices

Apple Juice
Fruit Punch
Strawberry Kiwi
Tropical Fruit Medley

Fortified Water

Raspberry Lemonade 10oz
Orange Mango 10oz

Low Sugar Organics

Fruit Fusion
Grape

Organic Milk

Chocolate Milk 8oz
Vanilla Milk 8oz
Strawberry Milk 8oz



Kettle Brand Chips

Kettle Brand has been making great-tasting, all-natural chips since 1982. When you open a bag of Kettle Brand Potato Chips, you know you're getting real chips made with real ingredients by real people. The original vision: great taste with real, less processed foods, has been our driving ambition ever since. Kettle has always been about real people who care about what we do.



Flavors

Backyard BBQ
Dill Pickle
Honey Dijon
Jalapeño
New York Cheddar

Flavors

Pepperoncini
Sea Salt
Salt & Pepper
Salt & Vinegar
Korean BBQ

NON ALCOHOLIC PRODUCTS

**SUPER
COFFEE**
POSITIVE ENERGY

Super Coffee **NEW ITEM**

Can't find a healthy iced coffee? Super Coffee finds that perfect balance - rich, but not overpowering; sweet, but not sugary. While other bottled coffees load up on added sugar and other unhealthy ingredients, Super Coffee combines iced coffee, whey protein, MCT oil and just a touch of monk fruit extract - a protein coffee that you can't put down. 200mg Caffeine, 10g of Protein!



**XXTRA
Flavors**
Mocha Latte
Vanilla Latte



Flavors

Mocha Latte
Vanilla Latte
Hazelnut Latte
Caramel Waffle
Cinnamon Roll
Strawberry Glazed Donut

**BLACK RIFLE
COFFEE COMPANY**

Black Rifle Coffee Company Espresso **NEW FLAVORS**

Ready to Drink is our new canned espresso drink made with coffee-forward flavors, premium ingredients, and 200mg - 300mg of caffeine per can. It's a convenient new way to enjoy America's Coffee from this Veteran Owned company.



**200mg
Espresso**

Mocha
With Cream
Salted Caramel



**300mg
Espresso**

Caramel Vanilla
Rich Mocha
Vanilla Bomb



Nestlé® Nesquik & Sensations

Nesquik is a family of milk beverages made by the Nestlé corporation. Available in 14 oz. PET Bottles. Chocolate Available in 8oz & 14oz.



Flavors

Chocolate
Chocolate w/Protein
Double Chocolate
Banana Strawberry
Strawberry
Vanilla



Sensations Flavors

Cinnamon Toast Crunch Cinnamilk
Fruit Loops Cereal Flavored Milk
Eggo Maple Waffle Flavored Milk
Frosted Flakes Cereal Milk

LEAN BODY

Labrada Lean Body Ready to Drink Protein **NEW ITEM** *Marked Flavors Coming Soon*

To many people, a "Lean Body" means better health, more energy, strength, and an improved sense of well being. Whatever goal drives you, Lean Body® Ready-to-Drink (RTD) Shakes can help you reach it. Lean Body® RTDs provide high-quality protein without soy, sugar or gluten. 40g of Protein, 0g Sugar, 22 Vitamins & Minerals.



Flavors

Chocolate
Chocolate Peanut Butter*
Cookies & Cream
Salted Caramel
Strawberry*
Vanilla*

NON ALCOHOLIC PRODUCTS

Ghost Hydration **NEW ITEM**



Introducing GHOST® HYDRATION, the fully transparent, fully loaded, full-flavor hydration drink we've all been waiting for. 996mg of Electrolytes, Zero Sugars, Zero Caffeine, Rich in Antioxidant Vitamin C. With the great taste and authentic flavors you know and love.



Flavors

Blue Raspberry
Redberry
Kiwi Strawberry
Orange Squeeze
Lemon Lime

RECOVER 180



We are the Organic Hydration Drink for Today's Athlete to improve Performance & Recovery before, during & after training. Organically formulated for rehydration. Coconut Water combined with a balanced blend of Electrolytes + Vitamins to provide the hydration you need to RECOVER STRONG! 100% ORGANIC HYDRATION – NO ARTIFICIAL SWEETENERS – NO ARTIFICIAL DYES!



Flavors

Fruit Punch
Lemon Lime
Peach Mango
Super Berry
Watermelon

SueroX



Zero Sugar, all of the taste, none of the guilt! Made with the power of 8 Ions and Electrolytes to help accelerate recovery. Enjoy 0 calorie refreshment and stay healthy and rehydrated. Perfect for everyday sugarless rehydration!



Flavors

Orange Rescue
Strawberry Kiwi
Berry Blast
Grape Boost
Blueberry Reboot
Coconut Refresh
Lemon Lime Lift

Brew Dr. Sipjoy – low sugar probiotic refresher



Sipjoy contains 5g of organic cane sugar, gut-friendly probiotics, and absolutely no artificial sweeteners, delivering a clean, enjoyable, and guilt-free refreshment. Certified USDA organic, Sipjoy is sweetened only with organic cane sugar, organic fruit juice, and organic licorice root. It's a fizzy, delicious, and infinitely crushable.



Flavors

Grapefruit
Lime
Orange
Lemonade & Tea

Langers



Langer Juice Company, Inc.

We make juice. We drink a lot of juice as well. In fact, we taste every batch before the Langer label reaches the bottle. Family owned Langer Juice Company, Inc., has emerged as a major force in the very competitive juice industry. Available in 15.2oz. PET Bottles.



Flavors

Apple
Cranberry Cocktail
Fruit Punch
Grape Cocktail
Mango Nectarine
Ruby Red Grapefruit
Orange
Orange Juice Cocktail
Pineapple

