

EVERYDAY WEEKEND

Everyday Weekend Collaborates with Singapore Artist Vanessa Lim to Redesign Hard Seltzer Packaging and Launch New Flavors at ProWine Exhibition 2023

Singapore, 16th March 2023- Everyday Weekend, the New Zealand-based hard seltzer company is excited to announce the launch of a new flavor and new packaging at the ProWine Exhibition in Singapore from April 25-28, 2023.

Everyday Weekend was founded in 2020 and has since launched its range of hard seltzers in New Zealand, China, Singapore, Taiwan and Hong Kong. The brand prides itself on producing light, refreshing and low-calorie (less than 100g per can) alcoholic beverages that are perfect for any occasion.

Everyday Weekend's hard seltzers are gluten-free, vegan-friendly and contain no artificial preservatives. The new flavors, lime & soda, passionfruit & mango, pineapple & ginger, watermelon & mint, promises to be a favorite among consumers who enjoy fruity and refreshing drinks. With a focus on natural ingredients and a commitment to sustainability, Everyday Weekend ensures that their products deliver on taste while being kind to the planet.

"We are thrilled to be launching our new flavor and packaging in Singapore. Our goal has always been to offer a unique and enjoyable drinking experience that doesn't compromise on quality or taste," said Everyday Weekend founder, Jeremy Maclaurin. "We are confident that our new flavor and packaging will resonate with consumers and showcase our commitment to sustainability."

In addition to the new flavor, Everyday Weekend is also introducing new packaging design that features an updated logo and branding. Everyday Weekend has collaborated with Singapore artist Vanessa Lim to create the new packaging, which perfectly captures the brand's fun and vibrant personality.

"We wanted our new packaging to reflect our brand's personality, and Vanessa Lim was the perfect choice to bring that to life," said Jeremy. "We're confident that our customers will love the new look as much as we do."

For more information, visit Everyday Weekend's [website](#) or follow them on [Instagram](#).

[Product Image](#)

PR Contact:

Name: Julia Kee

Email: Julia@everydayweekendsltz.com