

# PORTLAND BUSINESS JOURNAL

PORTLAND, OREGON

## WEEK IN BUSINESS

OCTOBER 19, 2007

**Thursday, Oct. 11**

### **Crater Lake Soda enters new markets**

Crater Lake Soda announced seven new distribution agreements to expand in the Pacific Northwest.

Crater Lake Soda launched in the Portland market in July, and is now available in more than 350 retail and restaurant locations in Oregon, Washington, Alaska and Idaho.

Crater Lake Soda has developed partnerships with the following distributors in their respective regions:

- General Distributors — Greater Portland area including Multnomah, Washington, Columbia, Clackamas, Polk, Yamhill and Marion counties.
- Gold River Distributors — Southern Oregon.
- High Desert Distributing — Central Oregon.
- Clatsop Distributing — Northern Oregon coast and southern Washington coast.
- Alaska Distributing (and network) — Greater Seattle area, central and western Washington, Alaska and Idaho.
- Stein Distributing — Southwest Washington.
- Spirit Distributors — Idaho.

Crater Lake Soda will also be sold at Pizza Schmisza restaurants in the Pacific Northwest.

For several years prior to creating the company, owner Curt Gouverneur supplied his root beer to the McMenamins restaurants chain.

Crater Lake Soda's varieties include root beer, orange, lemon lime and vanilla cream.