

## **7-Eleven, Inc. Announces the Arrival of New Big Bite® Hot Dog Sparkling Water**



I... yeah...

**Irving, Texas Apr 7, 2024 ([IssueWire.com](https://www.IssueWire.com))** - 7-Eleven, Inc., the world's largest convenience retailer, today announced a collection of new 7-Select™ sparkling waters in a variety of bold and cutting-edge flavors. The retailer teamed up with art-inspired beverage brand Miracle Seltzer to create a lineup of sparkling waters with flavors including: Lemon Lime, Green Apple, Sweet Orange and Hot Dog, a twist on one of 7-Eleven's most beloved snacks, the Big Bite® Hot Dog.

The Big Bite Hot Dog Sparkling Water combines the delicious and mouthwatering experience of 7-Eleven's iconic Big Bite Hot Dog into one refreshing beverage – ketchup and mustard included. Gone are the days of alternating bites of a hot dog with sips of a beverage, now those on the go can swap the bun for bubbles.

"While crafting flavors like Lemon Lime and Sweet Orange came more easily, our journey took an unexpected turn with the creation of Big Bite Hot Dog Sparkling Water – a daring flavor that pushes the boundaries of flavor innovation," said Marissa Jarratt, 7-Eleven, Inc. Executive Vice President, Chief Marketing & Sustainability Officer. "7-Eleven is constantly in pursuit of innovative, unique experiences for our customers, and the 7-Select x Miracle Seltzer lineup is sure to delight even the most adventurous of palates. We're excited for customers to embark on this flavor adventure and experience their favorite snack in a whole new form."

More details on the availability of this flavor will be revealed on April 1 – but in the meantime, the rest of the 7-Select x Miracle Seltzer lineup including Lemon Lime, Green Apple and Sweet Orange can be found at select 7-Eleven®, Speedway® and Stripes® stores.

"Through our collaboration with 7-Eleven, Miracle Seltzer continues to shake up the beverage industry with new, innovative flavors," said Jason Wright, Co-Founder and Creative Director at Miracle Seltzer. "By infusing elements of design, fashion and art into each and every sip, we bring consumers along on a journey through flavor and creativity."

"7-Select products are known and loved by our customers as high quality, innovative products at a great value," shared Nikki Boyers, Vice President of Private Brands at 7-Eleven. "The 7-Select sparkling waters are the latest example of this and we can't wait to hear what our customers think of these fun, colorful flavors."

Thirsty for more? Get Lemon Lime, Green Apple, and Sweet Orange sparkling water delivered on 7NOW® Delivery, available throughout the U.S. with real-time tracking that lets customers know when to expect their orders, typically in about 30 minutes. The 7NOW Delivery app can be downloaded from the App Store or Google Play, or by visiting [7NOW.com](https://7NOW.com).

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name in the U.S. convenience-retailing industry. Based in Irving, Texas, 7-Eleven operates, franchises and/or licenses more than 13,000 stores in the U.S. and Canada. In addition to 7-Eleven® stores, 7-Eleven, Inc. operates and franchises Speedway®, Stripes®, Laredo Taco Company® and Raise the Roost® Chicken and Biscuits locations. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into high-quality sandwiches,

salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings and mini beef tacos. 7-Eleven offers customers industry-leading private brand products at outstanding value. Customers can earn and redeem points on various items in stores nationwide through its 7Rewards® and Speedy Rewards® loyalty programs with more than 80 million members, place an order in the 7NOW® delivery app in over 95% of the convenience retailer's footprint, or rely on 7-Eleven for other convenient services. Find out more online at [www.7-eleven.com](http://www.7-eleven.com).

### About Miracle Seltzer

Started in 2019 as an art project between longtime collaborators B. Thom Stevenson and Jason Wright, Miracle was founded with the goal of exposing the world to the creative community that surrounded them. Over the years Miracle became a cult drink found at fashion shows, art galleries, coffee shops and anywhere else that people are searching for something more. Steadfast in the idea that each of us are a Miracle, our beverages and apparel are connective tissues between communities, aiming to inspire and uplift everyone that takes a sip. With the support of friends, family, strangers and the divine, you can now find three flavors of our sparkling water at a 7-Eleven near you.

<https://www.youtube.com/watch?v=DLxL7UilxmQ>



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