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**Local Comic Strip and Iconic Yacht Club Soda Unite for New Sour Grapes Flavor**

**NORTH PROVIDENCE, RI** (November 20, 2024) – **Yacht Club Soda**, The Official Soda of Rhode Island, and “**Sour Grapes™**,” a nationally syndicated comic strip created by Rhode Island resident Tim Jones, have launched an exciting new beverage together: Sour Grapes Soda. This collaboration combines the effervescent creativity of Yacht Club with the humor and charm of Jones’s comic.

The collaboration marks Yacht Club’s first licensed soda. The idea came from Jones, who saw the potential to license his comic strip for a product that resonates with local culture. Jones approached Yacht Club Soda owner John Sgambato with the idea of a branded soda since, “Yacht Club Soda is a Rhode Island staple and I’m a Rhode Island resident,” said Jones. Sgambato added, “We’re always looking for creative ways to partner our drinks with other small businesses and would love to explore more opportunities.”

Naturally, it’s a sour grape flavored soda with a label designed with Jones’s artwork by his daughter Jillian Jones, a graphic designer. The soda’s vivid green hue matches the logo for Jones’s comic strip. “We wanted the soda to not only taste amazing but also capture the fun and unique vibe of Tim’s great comic,” Sgambato said. Jones was impressed by how quickly Sgambato came up with flavor. After only two taste tests to strike the perfect balance of sweetness and tartness, Jones suggested the striking green color. “John nailed it,” Jones said.

Jones plans to promote the soda at local shops that carry Yacht Club Soda. At book shops and events where they don’t sell beverages, he’ll showcase the product with a creative display featuring a QR code that direct fans to where to purchase the soda. “This is just the beginning,” Jones said. “John and I have talked about future flavors with new labels and even a collectible series featuring my other comic strip characters.”

The Sour Grapes Soda is available now at Yacht Club Soda’s North Providence store, at farmers’s markets and select retail locations. Jones kicked off the launch with a book signing event at Brown and Hopkins Country Store in Chepachet. A QR code on each bottle links directly to the Sour Grapes website, allowing fans to explore the comic’s archives and see where Jones will be appearing next.

More information about Yacht Club Soda can be found at [yachtclubsoda.com](http://yachtclubsoda.com) and more information about Sour Grapes™ can be found at [sourgrapescomic.com](http://sourgrapescomic.com).

*Photos are available at:*

[https://www.dropbox.com/s/clfo/p0wxkih9txi33xnr2pskb/AJU\\_HNTRnhYgvCJIcsCmI1Y?rlkey=f151n4qdjtalizatzxzvqd5mn&st=3trlinf5&dl=0](https://www.dropbox.com/s/clfo/p0wxkih9txi33xnr2pskb/AJU_HNTRnhYgvCJIcsCmI1Y?rlkey=f151n4qdjtalizatzxzvqd5mn&st=3trlinf5&dl=0)

### **About Yacht Club Bottling Works**

Yacht Club Bottling Works is a family owned and operated local manufacturer. The facility opened in 1915 with the goal of bringing a premium quality beverage to Rhode Island. A lot has changed over the last 109 years, but Yacht Club, The Official Soda Company of Rhode Island, is still dedicated to providing premium beverages to Rhode Island and nationwide. Visit the company store at 2239 Mineral Spring Avenue, North Providence, RI 02911. [yachtclubsoda.com](http://yachtclubsoda.com) | 401-231-9290 | [info@yachtclubsoda.com](mailto:info@yachtclubsoda.com)

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