

Bloggers *Buzz* about Trendy, Delicious



Hip Hibiscus

Thursday, May 14, 2009



"The Delivery: A flowery libation

Staff Pick: [OOBA's](#) hibiscus beverages

The DL: We've been receiving a lot of thirst-quenchers lately, and the timing couldn't be more perfect, because it's supposed to get really hot this weekend in the SF Bay Area *and* it's Bay to Breakers. The VN staffers running the race will put this drink to the test as the mercury rises. Cheers!"



Review: Ooba

Wednesday, March 18, 2009

"Compared to other health conscious beverages that you will find on the store's self, such as POM Wonderful, Izze and SoBe, [OOBA](#) has clear advantages - a generous dose of antioxidant rich hibiscus extract, a lean 90 calories per serving, and a barely noticeable hint of sodium (5mg). It is also made with 5 natural ingredients. [OOBA](#) does not have

any artificial colors or flavors. The bright ruby color comes from the hibiscus flower.

I wasn't for sure what a hibiscus would taste like, but after having the opportunity to try 3 flavors, I'd have to say it is really good! It had the right amount of sweetness. The sweetness comes from pure cane sugar. I thought the Hibiscus & Orange would be my least favorite, but it actually turned out to be my favorite. I loved the other flavors as well, the Hibiscus & Lime and the Original Hibiscus. I didn't dislike anything about [OOBA](#) and I look forward to trying out other flavors in the future."

Weird Soda Review

Ooba Hibiscus

Saturday, April 4, 2009

"I had never heard of a soda brand called Ooba, but I like hibiscus well enough, and being called Ooba definitely makes it Weird.

Color: reddish-violet, clear. Pretty color.

Scent: tealike. Very much like lightly fruit-flavored iced tea.

Taste: oddly not tea. The carbonation is surprisingly strong, given that there are no visible bubbles. I'm not sure how to explain that. Underneath the carbonation, it's quite tart. There's a definite hibiscus flavor. The lead assistant tester says it tastes like sparkling pomegranate juice, and he's right.

The ingredients list is short: carbonated water, cane sugar, pure hibiscus extract, citric acid, and ascorbic acid. That sounds about right; it's crisp and nice. The aftertaste is tart at first, fading into the herbal hibiscus. Very clean.

Quaff rating: 4. I'd buy this again."



“What: Hibiscus is one of the latest trends in the beverage sector, thanks to the appealing flavor and its vitamin C content.



The Dirt: Ooba is the latest brand to join the collection of beverages boasting great flavor, a hint of carbonation

and a dose of vitamins. We met the folks behind Ooba at an expo in 2008. We applauded the drink company as a family business and were happy to learn Ooba has no artificial colors or flavors. Picking up Ooba, anyone can read the label and understand each ingredient!

Ooba gets hibiscus leaves from all over the world and makes the drink in California. According to the company, there are hundreds of types of hibiscus, with a large concentration in warm climates, including India, Thailand and Africa. In the Caribbean, hibiscus is often found in the Jamaican drink, Sorrel. Hibiscus reportedly has similar antioxidants to those found in red wine, which have been suggested to help improve blood pressure and cholesterol levels.

Ooba is a great alternative to juices, sodas and teas that have hundreds of empty calories. Ooba is made with cane sugar as has 90 calories and 20 grams of sugar for each 8-ounce serving. What makes it different from other sweet drinks is the vitamin C content; each 8 ounce serving has 50% RDA of vitamin C. We love all three flavors—original, orange and lime—but it was a bit sweet for us. To cut the sweetness, add a splash of seltzer. For a quick cocktail, add a splash of rum or vodka.”

SPACIAL PEEPOL

Ooba Hibiscus With Lime - Gluten Free and Refreshing.

5/27/09

“Ooba is a 100% All Natural, Refreshingly Clean, Sparkling Beverage that infuses the Pure Extracts of the Incredible Hibiscus Flower into every bottle.

Ooba is a Great Tasting, Healthy Beverage that is Rich in Antioxidants. Each bottle contains 100% of the Daily Recommended Value of Vitamin C.

I indeed found this beverage a light refreshing drink. Got a note from the founder of the product saying all Ooba products were gluten free. Not too sweet, not too tart, but a little of both. No artificial sweeteners. The bottle contains 16 ounces which is considered two servings - 90 calories per serving. I actually found it better over ice, and even better with a shot of rum. Kind of a light summer cocktail. Very much worth a try.”

