



# Sparkling Hibiscus Drink Energizes and Inspires Bloggers

vital juice  daily  
THIRST FOR A HEALTHY LIFE



## The Magic Ate Ball

Wednesday, January 7, 2009



"Can't wait to see how you'll be eating healthy in '09? Neither can we.

Let's give the Vital Juice ball a shake:

Will we fall in love with any new ingredients?

*Outlook is good.*

High on our radar now is hibiscus, the tropical flower gaining popularity in teas and new drinks like Ooba."

## Flavorista

### Fancy Food Show, SF

Wednesday, January 21, 2009



"Here are some of my top picks:

**Ooba** - Normally I would pass on even trying anything with hibiscus but I was thirsty and somewhat curious. Hibiscus is really

high in tannins and antioxidants, but I don't like the way it tastes. The folks at Ooba have found of way of making an hibiscus extract - using the whole flower, that actually tastes good. While they make some pretty hefty health claims, the flavor is the real reason to try this very unique drink."

## A Night of Fancy Food in SOMA

Tuesday, January 20, 2009

"[A] company less than a year old is one by John-David Enright, who quit his operations job with a major pharmaceutical company to create Ooba, a sparkling drink made from the hibiscus flower. The company is based in Pleasanton/Dublin in the Bay Area, but Enright imports all of his hibiscus from farms in places like China.



Being from Hawaii, where the state flower is the hibiscus, I was intrigued by the idea. The drink actually wasn't as bubbly as I thought it might be and the taste had deep flavor that reminded me of black currant or berry. It also has other flavors such as Hibiscus Orange and Hibiscus Lime, and I really enjoyed the hint of lime in that version. Enright says the hibiscus flower also has natural healing powers, thus the name: Ooba, which stands for "One of Botany's Advantages." I thought the name was so cool. Ooba will be popping up in Whole Foods and other specialty stores or online. (BTW, Enright spiked his glass of Ooba by adding some vodka. Now that's the way to put some sparkle.)