

Excel Bottling Co. Launches Darkest Hour Black Cherry – The Soda That Eclipses All Others!**



Breese, Illinois Apr 8, 2024 ([Issuewire.com](https://www.issuewire.com)) - Excel Bottling Co., a renowned beverage company with a legacy dating back to 1936, proudly announces the release of its latest creation: Darkest Hour Black Cherry. This limited-edition soda is specially crafted to commemorate the upcoming April 8th, 2024 Eclipse, promising consumers an unforgettable experience.

Excel Bottling Co. has a long-standing reputation for creating exceptional beverages, and Darkest Hour Black Cherry is no exception. This unique soda features a rich black cherry flavor, accentuated by a deep, dark, blood-red color. Packaged in 12-ounce glass bottles adorned with labels that glow-in-the-dark, Darkest Hour Black Cherry offers consumers a visually stunning experience that perfectly

captures the essence of the eclipse.

In addition to its striking appearance, Darkest Hour Black Cherry comes in a souvenir 4-pack holder, complete with information about the eclipse and a map of the "Path of Totality." The packaging is designed to enhance the consumer's understanding and appreciation of this celestial event while providing a keepsake to cherish for years to come.

Carla Baublitz, Marketing Manager at Excel Bottling Co., commented on the inspiration behind Darkest Hour Black Cherry, saying, "When we thought about what an eclipse soda would look like, we envisioned a dark blood-red color reminiscent of our black cherry soda. We chose the name Darkest Hour Black Cherry to reflect the moment during the eclipse when darkness envelops the sky, creating a surreal experience for onlookers."

Darkest Hour Black Cherry is now available for purchase in select grocery stores across the Midwest and online at Excel Bottling Co.'s website. As the April 8th Eclipse approaches, consumers are encouraged to seize the opportunity to taste this extraordinary soda and ensure they're not left in the dark.

For more information or inquiries, please contact:

Carla Baublitz

Excel Bottling Company

Email: info@excelbottling.com

Phone: (618) 526-7159

Website: <https://excelbottling.com>

Don't miss out on the chance to experience Darkest Hour Black Cherry – the soda that eclipses all others!

About Excel Bottling Co.:

Founded in 1936, Excel Bottling Co. is a family-owned beverage company based in Breese, Illinois. With a commitment to quality and innovation, Excel Bottling Co. has been delighting consumers with a wide range of refreshing beverages for nearly nine decades. From classic sodas to specialty flavors, Excel Bottling Co. continues to be a trusted name in the beverage industry.

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

Media Contact

Carla Baublitz

info@excelbottling.com

(618) 526-7159

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