

LEVL Launches in over 350 Target Stores Across the East Coast

USDA Organic Functional Hydration Brand Expands Retail Footprint



Newport Beach, California Feb 27, 2026 ([IssueWire.com](https://www.IssueWire.com)) - LEVL, a USDA Organic functional hydration brand focused on mind + body balance, announced today that its full product lineup is now available in over 350 Target stores across the East Coast. The launch represents a significant retail milestone for the brand as it continues to scale distribution beyond direct-to-consumer.

LEVL is positioned as an everyday wellness beverage that delivers clean hydration while also supporting recovery and mind + body balance. Unlike other hydration drinks that rely on processed electrolyte sources such as sodium chloride, LEVL uses all-natural electrolytes, including Aloe Vera, Nopal cactus, and Pink Himalayan Salt. It also includes functional adaptogens Ashwagandha and Goji Berry to support recovery and mind + body balance.

Target stores will carry all three LEVL SKUs: Acai + Berry, Pineapple + Coconut, and Lemon + Lime. LEVL is USDA Organic, made with zero added sugar, and free from artificial additives and sweeteners, addressing the growing consumer demand for clean-label, functional beverages.

“LEVL was created to deliver a healthier, more intentional approach to hydration that supports mind + body balance in everyday life,” said Matthew Kemper, Founder of LEVL. “Launching in Target is a meaningful step for the brand and allows us to reach more consumers looking for USDA Organic beverages made with thoughtfully sourced, high-quality functional ingredients.”

The Target rollout builds on LEVL’s traction through its direct-to-consumer channel and an engaged wellness-focused consumer base seeking functional beverages without artificial additives.

LEVL is now available in over 350 Target stores across the East Coast and online at www.drinklevl.com.

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