

SEC Fan Culture Inspires New ‘Fandom’ Branded Sustainable Bottled Waters Across Southeastern Retail Markets

A Florida-based, women-owned beverage company has launched its “Fandom Branded” Bottled Water category, offering artesian spring waters inspired by college fan culture and state pride. This is the new traffic driver for C-Stores and Grocery Markets.



Nashville, Tennessee Mar 16, 2026 ([Issuewire.com](https://www.issuewire.com)) - The **Fandom Brands** reflect the pride associated with major college sports fan bases and state identity throughout the Southeast region. **Fandom Brands** are intended to tap into the enthusiasm surrounding college athletics and local loyalty, particularly in Southeastern markets where fan culture plays a major role in community identity. The **Fandom Brands** offer retailers a distinctive alternative within the traditional bottled water category that's sure to be an impulse buy. The company says this approach creates a new niche within the beverage industry that connects hydration and sustainability with regional pride.

The initial Fandom portfolio includes four regionally aligned spring water brands with more to come:

- **Rebel Yell Spring Water — Mississippi**
- **Tiger Spring Water — Louisiana**
- **Riptide Spring Water — Alabama**
- **Razor Spring Water — Arkansas**

The Pensacola-based company has begun placing the **Fandom Brands** in grocery stores, convenience retailers, and travel centers across several Southeastern markets. Recurring retailer orders indicate strong consumer interest in high-traffic cooler environments where bold packaging and regional identity help drive impulse purchases.

“College sports culture across the Southeast runs deep, and fans take pride in representing their teams and their states,” said company spokesperson Daniel Rogers. He continues to say, “It’s a connection national brands overlook, and they give retailers a unique traffic driver they can’t get elsewhere—paired with a premium spring water in reusable aluminum packaging and being sustainable at the same time. It’s a win-win for all.”

MSPFLA, Inc. is expanding its wholesale distribution network across Southeastern markets and is currently working with beverage distributors supplying grocery stores, convenience retailers, travel centers, and independent markets in major college fan territories.

Retailers can drive traffic and boost sales with the Fandom Brands lineup by ordering through their beverage suppliers. Wholesale distributors can strengthen their portfolios by adding this high-demand, college- and state-inspired category. For wholesale and distribution inquiries, contact the company at MSPFLA, Inc. 866-881-5674

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