

DEAD SOBER X WICKED ERA

FOR IMMEDIATE RELEASE

Dead Sober & Wicked Era Debuted Limited Edition Mocktail Scented Candle: “Pour Decisions”

Salacious scent meets sassy sips – a collaboration match lit up in heaven.

NEW YORK, NY | JULY 7, 2025 - Dead Sober, the mocktail brand that’s taken the stigma out of sobriety, has teamed up with the candle company that calls you out, Wicked Era, to launch their first collaboration: a candle inspired by Dead Sober’s signature *BAD DECISIONS & BITTER LIME* mocktail. The limited-edition candle captures the essence of the iconic mockarita with notes of zesty key lime, earthy green tea, smoky salt rim, and a hint of midnight mischief.

Packaged in a limited edition pink vessel and dressed with Dead Sober’s bold branding, *Pour Decisions* is designed for the girls who haven’t texted him back and deserve to celebrate. It encapsulates the scent of the text messages you drafted, but never hit send on.

“This candle smells like the ghost of a rimmed glass,” says Wicked Era’s Brand Strategist. “It’s for the girls who live with no regrets, the ones who have no shame in the game.”

The *Pour Decisions* candle will be available in limited quantities exclusively at WickedEraCandleCo.com and DeadSober.com beginning July 15.

About Dead Sober

Dead Sober crafts bold, unapologetic nonalcoholic mocktails that taste like rebellion in a can. From fizzy punch to bitter lime bombs, every sip is built to disrupt the party — without the hangover.

About Wicked Era

Wicked Era is a candle brand built on feelings you were told to keep quiet. Each scent is mood-fueled, emotionally unstable, and ready to light a fire in the middle of your healing era.