

Subject Line: A Scented Mocktail Collab You Didn't Know You Needed

Body Copy:

Hi [Editor's Name],

Hope you're well! I'm reaching out with a new product collaboration we think your readers are going to love.

Dead Sober, the bold mocktail brand turning sober-curious culture on its head, has teamed up with Wicked Era, a moody candle label known for turning feelings into flames. Together, they've just dropped a limited-edition scented candle called *Pour Decisions* — inspired by Dead Sober's signature *BAD DECISIONS & BITTER LIME* mockarita.

Think: zesty key lime, green tea, smoky salt rim, and a hint of midnight mischief, all bottled into an unapologetically pink 8oz candle.

It's giving "texts you'll never send" energy.

It's giving "voice notes to your bestie at 3am" energy.

It's giving *pour decisions*.

You can find the full press release [\[linked here\]](#) and product photos below. We'd love to discuss the collab further, get you in touch with the founders, and send a product sample your way!

