

DEAD SOBER LAUNCHES NATIONAL RETAIL CAMPAIGNS

FOR IMMEDIATE RELEASE

Dead Sober Launches National Retail Campaign

Debuts in Urban Outfitters and PacSun nationwide, bringing mocktails to the center of youth culture.

NEW YORK, NY | JULY 7, 2025 - Dead Sober has done it once again. The luxury mocktail brand that has sparked a sober-curious movement has launched in major retailers Urban Outfitters and PacSun. This major milestone commemorates the expansion to brick-and-mortar shoppers who crave social connection without the hangover.

The retail roll-out features Dead Sober's signature flavors – BAD DECISIONS & BITTER LIES and HOT MESS & STRAWBERRY HIBISCUS – as well as their variety 12-pack that gives curious new audiences a taste of the brand's salacious sips.

"From the beginning, we built Dead Sober to feel like rebellion in a can," says founder Olivia Dormay. "Being stocked in stores like Urban and PacSun doesn't just increase access — it puts us right where the culture is shifting."

To celebrate the launch, Dead Sober will host pop-up tastings and interactive "Sip & Spill" booths at flagship locations in New York, Los Angeles, and Miami starting August 1.

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.