



Kylie Jenner's Sprinter Vodka Soda Drops First Single-Flavor 4 Pack: Peach

Launching nationwide Feb. 10, Sprinter Vodka Soda celebrates its Peach Pack debut with an epic week of events in Georgia



Photo Credit: Alana O'Herlihy
Imagery [HERE](#)

Los Angeles, CA (February 4, 2025) - Kylie Jenner's **Sprinter**—the ultimate Vodka Soda in a can—is making waves again, unveiling its first-ever single-flavor 4 pack, featuring their fan-favorite flavor: Peach. The pack is launching nationwide on February 10, and to mark the occasion, Sprinter is visiting Georgia, the iconic Peach State, with a week of activities across Atlanta and Athens.

Starting Monday, Feb. 10, Sprinter will *Paint the Peach State Peach* with a packed schedule of events including:

- **Chrome Sprinter Vans:** Exclusive deliveries of the new Peach Packs throughout Athens and Atlanta.
- **Paloma Park Takeover with Musical Performance by Ella Langley:** On Feb. 12, the breakthrough country star will take the stage as Sprinter takes over local hot spot Paloma Park with exclusive drink deals, branded photo ops, merch giveaways and more.
- **Celebrating Sprinter's 2025 Partnership with The Eastern and the Georgia Theatre:** From Feb 10 - Feb 15, Sprinter will host rooftop samplings at The Eastern in Atlanta and Georgia Theatre in Athens complete with Sprinter-themed merch, and more.
- **Collaboration with Pauley's Crepe Bar in Athens:** Limited-Edition Peach crêpe special paired with Sprinter Peach at the local hot spot.



“Sprinter Peach has been our fan-favorite flavor since our launch last spring,” says founder Kylie Jenner. “It made perfect sense to launch our first single-flavor pack with Peach, and to celebrate, we are so excited to head to the Peach State”

Since its debut in 2024, Sprinter has redefined the canned cocktail game – the 100-calorie, 4.5% ABV canned vodka soda is made with real fruit juice and no added sugar, delivering bold, juicy true-to-fruit flavor and perfectly balanced bubbles.

Kylie designed Sprinter to be the life of the party—her co-host in a can. The NEW single-flavor Peach 4-Packs will be available nationwide on Feb. 10 for an SRP of \$9.99. For more information and to find the Sprinter Peach Pack near you, follow [@drinksprinter](https://www.instagram.com/drinksprinter) and visit drinksprinter.com.

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About Sprinter

Founded by entrepreneur Kylie Jenner, Sprinter is a bold and juicy RTD vodka soda made with real fruit juice, premium vodka and sparkling water. Using only the highest quality ingredients, Sprinter delivers vibrant and fruit-forward flavor profiles in four flavors - Black Cherry, Peach, Grapefruit and Lime. Sprinter is 100 calories, 4.5% ABV, gluten-free, with no added sugars.

Kylie designed Sprinter to be the life of the party – your co-host in a can. Sprinter 8-can variety packs and NEW single-flavor Peach 4-Pack are available nationwide for an SRP of \$19.99. For more information, follow [@drinksprinter](https://www.instagram.com/drinksprinter) and visit drinksprinter.com.