



FOR IMMEDIATE RELEASE:  
**Sonic Promos Launches Latest Drinkware Innovation  
Certain To Transform Upcoming Holiday Celebrations**

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For centuries, people have dismissed the desire to turn water into wine as a hopeless pursuit. However, Gaithersburg-based Sonic Promos made history this month with the introduction of DiVine Drinkware.

Based on molecular properties infused into the DiVine Drinkware polymers, ordinary water can now be transformed at the molecular level into almost any fermented grape beverage.

Each DiVine Drinkware cup (BPA free, dishwasher-safe) contains the chemical properties of a particular wine. When filled with regular water, the DiVine Drinkware activates the transformation, and the liquid instantaneously transitions into Sonic's signature merlot, a light sweet moscato, or a rustic, mid-bodied malbec.

Sonic Promos President, Seth Weiner, provides some insight into this week's product launch, "My wife owns several pairs of yoga pants and drives a minivan. Needless to say, we go through a lot of wine at our house. With the springtime holidays coming up, DiVine Drinkware stands ready to help take the edge off all that 'bonus' family time, when conspicuously carrying multiple bottles of wine might seem awkward."

Click here to see DiVine Drinkware in action: [DiVine Drinkware Demonstration Video](#)  
The company expects to roll out DiVine Beer Steins in August for the football pre-season and, of course, have DiVine Shots & Rocks ready to roll for Thanksgiving.



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