

# POPPI SODA

## PR in Action



# BACKGROUND

- Poppi soda is a product that claims to boost gut health due to a prebiotic fiber
- Their slogans include “Be Gut Happy. Be Gut Healthy” and “For a Healthy Gut” which references the 2 grams of prebiotic fiber
- The sales have increased to \$100 million by the end of 2023 and was a top seller in the “soda soft drinks” department on Amazon
- As of June 2024, a lawsuit was filed on Poppi soda since the “prebiotic” fiber called inulin does not contain enough to benefit the gut
- In order to see gut health improvements, adults need at least 5 grams of prebiotics per day

# THE PROBLEM

- Former customer, Kristin Cobbs, filed a lawsuit on Poppi. Claiming that the soda doesn't contain enough inulin to benefit gut health and the company violated California law by putting out false and misleading advertising
- Kristin Cobbs and other former customers seek financial compensation to more than \$5 million
- Other gut healthy sodas like Olipop and Culture Pop were skeptical of being gut-friendly
- The lawsuit also argues that consuming enough cans of Poppi can cause people to consume too much sugar if seeking gut health benefit

# POPPI'S RESPONSE

- Poppi made a response that it stands behind its products
- Response: “We believe the lawsuit is baseless, and we will vigorously defend against these allegations”
- Poppi soda cans are on sale on Amazon and in some stores in which they do not feature slogans about gut health, like in the past. They still say Prebiotic Soda on cans
  - New slogan: “It’s Time to Love Soda Again”
  - Poppi declined to answer questions about the packaging change
- Nutrition scientists, like Caitlin Dow, responded to the lawsuit, stating that, “Eating a diet rich in all of these other naturally occurring fibers — beans, vegetables, fruits, oats — that’s where you’re really going to get foundational support for your gut health. It’s not from a flashy soda.”
  - Poppi did not comment on the nutrition scientists statements
- Poppi is committed to defend and they stated they will actively fight in court



# WHAT I WOULD DO

- Have the Poppi founder acknowledge the claims and lawsuit in a response that provides transparency and empathy for consumers
  - EX: “We are aware of the concerns raised about the impacts Poppi has on gut health. Our products contain healthy alternatives to regular sodas, but we are working on measures that provide more transparency as to what the prebiotics help with.”
- Address the slogan change to demonstrate accountability for consumer confusion
- Release a new can design that incorporates a list of the health benefits of Poppi.
- Add onto the FAQ page of the Poppi website that gives ways to improve gut health without overconsuming sugar from Poppi.
- Use previous content creator collaborations to share knowledge of improving gut health and how Poppi is a healthier alternative to other sodas.

# WORKS CITED

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The background is a light pink color. It features several decorative elements: a large rounded rectangle with a slightly darker pink border, a smaller rounded rectangle in the top right corner, and several sets of concentric, wavy lines in different shades of pink. The text "THANK YOU" is centered in a black, serif font.

THANK YOU