



PRESS RELEASE

Date : 01.07.2026

Subject : A new functional refreshment combines hydration, vitamins and minerals in a frozen format as consumers increasingly embrace healthier, alcohol-free lifestyles.

Hy/dration on Ice: Sources Rosport launches Luxembourg's first electrolyte popsicle

This summer, Sources Rosport is introducing a new way to stay refreshed and hydrated. With the launch of Hy/dration on Ice, the company unveils Luxembourg's first electrolyte popsicle, creating an entirely new product category on the local market and bringing one of the season's fastest-growing functional drink concepts to the consumer.

A new approach to summer hydration

As demand continues to grow for beverages that offer more than refreshment alone, consumers are increasingly choosing products that combine taste with added benefits. At the same time, the rise of mindful drinking and the search for appealing alcohol-free alternatives are reshaping summer consumption habits. Hy/dration on Ice responds to these changing expectations with a product that is both enjoyable and functional.

Made with real fruit juice and enriched with electrolytes, vitamins and essential minerals, the popsicles are designed to help replenish nutrients lost through perspiration while delivering a refreshing frozen treat. Available in Lemon, Orange, Cherry, Strawberry and Watermelon, the range is vegan-friendly and suitable for a wide variety of occasions. "Consumers today are looking for products that fit their lifestyles," says Max Weber, Director at Sources Rosport. "They want refreshments that are enjoyable but also serve a purpose. Hy/dration on Ice brings together hydration, flavour and convenience in a completely new format that is perfect for summer."

Designed for people on the move, Hy/dration on Ice is suited to everything from sporting activities and cycling trips to festivals, family outings and warm days in the sun. Rather than simply cooling down, it offers a playful and convenient way to support hydration throughout the day.

Responding to Changing Consumer Trends

The launch also reflects a broader shift within the beverage industry. Functional drinks have become one of the fastest-growing categories worldwide as consumers increasingly seek products that support wellbeing while reducing their alcohol consumption. Frozen hydration represents the latest evolution of this trend, combining functionality with an enjoyable consumption experience.



With Hy/dration on Ice, Sources Rosport continues to expand beyond its traditional mineral water portfolio, introducing innovative products that respond to changing consumer habits while strengthening Luxembourg's growing culture of health-conscious, alcohol-free refreshments.

Where to find Hy/dration on Ice popsicles

Hy/dration on Ice is available via Letzshop and selected beverage wholesalers across Luxembourg. Consumers will also be able to discover the range at festivals, sporting events and other outdoor activations taking place across the country in the coming weeks.

About Hy/dration on Ice

Hy/dration on Ice is a range of frozen electrolyte popsicles made with real fruit juice and enriched with electrolytes, vitamins and essential minerals. Available in five flavours—Lemon, Orange, Cherry, Strawberry and Watermelon—the vegan-friendly range offers a refreshing and convenient way to stay hydrated, especially during the summer months.

Link to Hy/dration on Ice via Letzshop: <https://letzshop.lu/en/vendors/hy-drate-sales-shop>



Digital press release and photos

The press release and some photos are available for download on our website www.rosport.com, under the heading 'NEWS'. Latest updates can also be found via our Instagram account: [@Hy-dration.lu](https://www.instagram.com/Hy-dration.lu).

If you have any questions or would like to obtain additional photos, please do not hesitate to contact us:

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About Sources Rosport S.à R.L.

Founded in 1959, Sources Rosport S.à R.L. currently produces naturally sparkling and still mineral water. Its range includes: 'Rosport Classic', a strongly sparkling mineral water; 'Rosport Blue', a lightly sparkling mineral water; and 'Rosport Viva', a still mineral water. Since 2012, "Rosport Pom's", a drink made from sparkling Rosport mineral water and apple juice, has also been part of the Rosport family. In 2018, "Rosport Mat" was added – a sparkling mineral water with no added sugar, flavoured with lemon, lime or mint. In 2020, Sources Rosport launched "Rosport Sunny", a drink made from still mineral water mixed with fruit juice, available in two flavours: lemon/lime and peach. A brand-new addition in 2026 completes the range: "Rosport Wave", a light, low-calorie sparkling mineral water and fruit juice drink with a grapefruit flavour. Furthermore Hy/dration on Ice, an electrolyte frozen popsicle, became recently part of the Sources Rosport family.

This medium-sized, 100% Luxembourgish owned company aims to win over consumers with the unique taste of its drinks, their rich and balanced mineral content, and the diversity of its product range. Respect for the environment, corporate social responsibility and workplace safety are key priorities. This is evidenced by the certifications obtained by Sources Rosport for the following internationally recognised standards: ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018. Choosing a Sources Rosport product means opting for products exclusively manufactured and sold in the Grand Duchy of Luxembourg; in the hope that, with the active help of its customers, every bottle can be fully recycled. The aim is thus to avoid waste and minimise the carbon footprint.