How Abita Beverage Group Helped Sap's Electrolyte Beverages Scale from Startup to National Retailer

Co-packing & Contract Manufacturing | Non-Alcoholic Beverages | Covington, LA

AT A GLANCE

- Partner: Sap's Electrolyte Beverages
- Services Provided: Co-packing & Contract Manufacturing
- Product: Non-carbonated electrolyte RTD drinks (16 oz cans)
- Flavors Produced: Lemon-Lime, Passionfruit, Blackberry-Citrus
- Result: National retail expansion including nearly 250 H-E-B locations across Texas

The Challenge: A High-Performance Brand Needed a Manufacturing Partner to Match

Sap's Electrolyte Beverages launched with a bold mission: to create a cleaner, more effective alternative to conventional sports drinks. Built around a three-ingredient performance system — 1,900mg of full-spectrum electrolytes, adaptogens, and amino acids — Sap's offered athletes and active consumers something the market was missing: serious hydration without added sugar, artificial colors, or fillers.

As consumer interest grew and retail conversations accelerated, the Sap's team faced a challenge familiar to emerging beverage brands: how do you scale production quickly, maintain exacting quality standards, and bring a complex functional formula to market — without building your own facility?

They needed a co-packing and contract manufacturing partner with deep beverage expertise, proven production capabilities, and the flexibility to grow alongside them.

The Solution: Abita Beverage Group as a True Production Partner

Sap's partnered with Abita Beverage Group — the Southeast's premier beverage contract manufacturer and co-packer — to bring their line of non-carbonated electrolyte drinks to scale. Based in Covington, Louisiana, Abita Beverage Group carries over 40 years of brewing and packaging expertise, a 200-barrel Steinecker Brewhouse, a Krones packaging line, and an annual production capacity exceeding 250,000 barrels.

For Sap's, Abita provided end-to-end co-packing services for their 16oz sleek can lineup across three flavors: Lemon-Lime, Passionfruit, and Blackberry-Citrus. Abita's team worked closely with Sap's to ensure every can met the brand's strict quality and ingredient standards — including their signature no-added-sugar, no artificial colors formulation.

Key services delivered by Abita Beverage Group:

- Co-packing of non-carbonated RTD beverages in 16oz can format
- Scalable production — from pilot runs to high-volume retail-ready batches
- Rigorous QA testing and consistency checks across all production points
- Compliance, labeling support, and warehousing to streamline path to market
- Pasteurization-capable packaging line for shelf-stable performance

"Abita Beverage Group gave us the production infrastructure we needed to move fast without sacrificing quality. Having a partner with their level of expertise in beverage manufacturing meant we could focus on building the brand while they handled the complexity of scaling production."
- Jordan Wilson, Founder & CEO, Sap's Electrolyte Beverages

The Results: From Emerging Brand to National Retail Momentum

With Abita Beverage Group managing production, Sap's was able to move with speed and confidence into major retail channels. The partnership helped the brand achieve consistent product quality — a critical factor in building retailer trust and driving repeat purchases.

Recent improvements to taste and drinkability contributed to stronger repeat purchase rates and increased shelf velocity — metrics that gave retailers confidence to expand the brand's footprint. Sap's is now stocked at some of the largest companies in the world, supporting daily performance for everyday consumers and professional athletes alike.

Most recently, Sap's rolled out to nearly 250 H-E-B locations across Texas — the brand's largest retail expansion to date — a milestone made possible by having the right manufacturing infrastructure in place from the start.

Highlights from the partnership:

- Successful scale-up from early production to high-velocity retail quantities
- Expanded into nearly 250 H-E-B locations across Texas
- Growing traction with professional athletes and teams
- Three distinct SKUs produced consistently at commercial scale
- Stronger repeat purchase rates driven by consistent product quality

"We're seeing Sap's become a part of daily routines the way we hoped it would. The support we received from our production partner was essential in getting us to where we are today."
- Jordan Wilson, Founder & CEO, Sap's Electrolyte Beverages

Why Beverage Brands Choose Abita Beverage Group for Contract Manufacturing

Abita Beverage Group is the Southeast's most experienced contract manufacturing and co-packing partner for emerging and established beverage brands. Whether you're bringing a new functional drink to market or scaling an existing line to meet growing retail demand, our team provides the infrastructure, expertise, and dedication your brand deserves.

40 Years of Beverage Expertise

Backed by decades of craft brewing and production knowledge, we understand what it takes to scale a brand without compromising quality.

Flexible, Scalable Production

From pilot runs to 250,000+ barrels per year, we scale with your brand at every stage of growth.

Comprehensive Co-Packing Services

Canning, bottling, kegging, variety packing, labeling, compliance support, and warehousing — all under one roof.

ASI Food Safety Superior Rating

Our facility holds a superior rating from ASI Food Safety Certification Auditors, ensuring your product meets the strictest quality standards.

Multiple Format Capabilities

We produce 12oz, 16oz, and 19.2oz cans (standard and sleek), 12oz heritage bottles, kegs, and variety packs.

Ready to Bring Your Beverage Brand to Market?

Abita Beverage Group is accepting new contract manufacturing and co-packing clients. Whether you're a startup with a great formula or an established brand ready to expand, we're here to help you scale.

Contact us today to get started:

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