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**New Book Finally Answers the Question:**

**Why is Seltzer Sweeping the Country?**

*A 14-year project,* Seltzertopia: The Extraordinary Story of an Ordinary Drink

*Released this October by Behrman House*

*“Of the thousands of books written about seltzer water,” praised legendary comedian Mel Brooks, “this is by far my favorite–especially the part that’s all about me.”*

October 28, 2018, Forest Hills, NY — A product review for Sodastream written 14 years ago led author Barry Joseph on an unexpected journey to answer the burning questions: Why are people crazed about carbonated water? Is it really as healthy as they say? How did it become a comedic prop? And why do Jewish people and millennials alike claim it as a lifestyle choice?

Joseph’s search lead him to the sunken depths of Gdansk, Poland, the ancient wells of Niederselters, Germany, to seltzer works around America – in Brooklyn, Pittsburgh, San Francisco, Florida, and elsewhere - and to the kitchens in our own communities. True characters come to life in a cultural history that reads like fiction – the dissident 18th century theologian who discovered the secrets of seltzer in a British brewery, the 1980’s entrepreneur who leapt off a hotel to declare his love of seltzer, the contemporary college graduate who abandons his plans for a career in sports managements to become the youngest seltzer delivery man in the country.

Seltzertopia unfolds like a mystery, revealing characters, clues, and locations from across time and space. Following the carbonated rise of John Seekings, an advertising executive who purchased a defunct seltzer works in Pittsburgh, PA, readers will learn the ins and outs, the joys and heart-breaks, of running a modern bottling business with machinery and siphons from before World War II. Along the way, readers are introduced to the national obsession for LaCroix’s Pamplemousses and Polar Seltzer’s Unicorn Kisses, and learn how, one glass at a time, we are rapidly approaching the era of Seltzertopia.

Barry Joseph is Vice President of Digital Experience for the Girl Scouts of America. He previously served as Associate Director for Digital Learning in the Education Department at the Museum of Natural History. His effervescent expertise has been featured by The Wall Street Journal, NPR’s All Things Considered, CBS Morning News, Boston Magazine, The New York Post, and more. He has been writing about seltzer and its passionate followers for over a decade.

Established in 1921, Behrman House is the leading publisher of Jewish educational materials in North America and also publishes select trade titles with Jewish interest. Through its imprint Apples & Honey Press it also publishes a line of children’s picture books featuring Jewish themes, holidays, and values.

**Seltzertopia**

**The Extraordinary Story of An Ordinary Drink**

By Barry Joseph

Behrman House

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$26.95

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