



NEWS RELEASE

# Ninja Thirsti® Taps into Viral Dirty Soda Craze with New Flavor Packs, Letting Fans Craft Unique Drinks at Home

2025-06-12

Beloved MomTok Creators, Jen Affleck and Demi Engemann, Join Forces with Ninja Thirsti® to Bring Four Hand-Crafted Dirty Soda Bundles to Fans

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, is launching four all-new **Ninja Thirsti® Dirty Soda Packs** designed in collaboration with the ladies of MomTok, including Jen Affleck and Demi Engemann. The Dirty Soda Packs are paired with the innovative **Ninja Thirsti® Drink System**, a customizable drink maker that provides the freedom to easily personalize drink creations by still, sparkling, flavor, function, and size.

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Dirty soda became a viral sensation on TikTok after the Utah-based ladies of MomTok spread the word about the combination of soda with cream, flavored syrups, and fruit purees. In response to this popular trend, Ninja is releasing

four all-new Dirty Soda Packs designed by the soda aficionados themselves, for soda lovers to make at home, all with the touch of a button.

"We're excited to tap into the dirty soda craze that consumers rave about," said Kaitlyn Hebert, Chief Marketing Officer of Global Marketing at Ninja. "At Ninja, we're always tuned into what's trending to bring forward innovations that stay on the pulse of culture. By teaming up with the stars of MomTok, we're bringing this beverage sensation straight to our customers' homes with the Ninja Thirsti® Dirty Soda Packs."



In 2023, Ninja revolutionized the beverage world with the Ninja Thirsti® Drink System, offering a one-of-a-kind experience to craft the perfect drink, right on your countertop. Whether you crave still or sparkling water, fruity or classic soda flavors, the Ninja Thirsti® lets you personalize every sip with over 25 flavors across four drink lines, including a wide variety of zero calorie, zero sugar\* options for those seeking healthier beverage options. With thousands of combinations, consumers can customize and craft their drink based on their daily flavor cravings.

"I'm a sucker for dirty soda, and I'm thrilled to team up with Ninja to make it easy to enjoy the refreshing beverage at home," said Jen Affleck. "The Ninja Thirsti® allows me to mix flavors like Cola, Dr. Thirsti™, and Lemonade for a bold but classic drink. It's perfect for busy parents like me or anyone who is looking for a fun drink without leaving home!"

The Dirty Soda Packs were uniquely crafted by the ladies of MomTok based on their personal taste preferences and soda favorites. The hand-selected Dirty Soda Packs are now available in the following varieties:

- Collection of Dr. Thirsti™, Hint of Mango, and Hint of Lime: Perfect for those who love mixing and matching flavors that burst with excitement.
- Collection of Cola, Dr. Thirsti™, and Lemonade: For those who love experimenting with bold flavor combinations with a classic cola base.
- Collection of Cola, Hint of Black Cherry, and Hint of Lime: Ideal for creating timeless sodas with a fruity and citrus twist.
- Collection of Tropical Pineapple, Hint of Raspberry, and Hint of Lime: Perfect for those who crave a bold, tropical, and tangy soda experience.

"Ninja Thirsti® has completely transformed my beverage experience at home," said Demi Engemann. "Creating custom dirty sodas with my favorite Ninja Thirsti® flavors—Tropical Pineapple, Hint of Raspberry, and Hint of Lime—has become the best part of my daily routine. The refreshing combinations are simply irresistible!"

For those looking to try their hand at the dirty soda trend, we're offering 20% off when you purchase a Ninja Thirsti® Dirty Soda Pack and Ninja Thirsti® Drink System using JEN20 and DEMI20. Offer is valid from 6/12-8/10 on NinjaKitchen.com, terms apply ([LINK](#)). The Dirty Soda Packs are available now for \$19.99 on NinjaKitchen.com and Amazon. The Ninja Thirsti® Drink System is available for \$149.99 on NinjaKitchen.com and at major retailers nationwide including Target, Walmart, Amazon, Best Buy, and Kohl's.

\*Per 12oz serving

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit [sharkninja.com](http://sharkninja.com).

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Source: SharkNinja