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### Brooklyn Best

Brooklyn Best captures the spirit of New York City with its small-batch iced teas and lemonades. The founders draw from local culture and craft production to deliver nostalgic yet premium flavors. Its authentic urban identity gives it a standout hometown appeal.



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### Superlost Coffee

Superlost is a Brooklyn-based, art-driven coffee roaster that partners with local artists for each release, featuring their work on its packaging. With ethically sourced beans, small-batch roasting, and a focus on sustainability, it stands out as one of the group's most distinctive coffee brands.



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### Pretzelized

Pretzelized is a snack-food brand launched by 7 Mile Brands that aims to "pretzel-ize", or transform familiar snacks (like crackers or pita chips) into pretzels. Their products include pretzel-shell crackers and pretzel pita-chips, combining crunchy pretzel texture with the convenience and familiarity of traditional snacks — a hybrid, innovative take on salty snacks.



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### Pricklee Cactus Water

Pricklee was created by five healthcare workers and immigrants inspired by the hydrating benefits of prickly pear fruit. The brand highlights cultural heritage and sustainable sourcing. Its refreshing flavor and unique origin story set it apart in the hydration category.



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### Moshi

Moshi crafts Japanese-inspired sparkling vinegar drinks featuring ingredients like yuzu and apple vinegar. The brand blends cultural storytelling with artisanal flavor profiles. With a functional twist, it appeals to fans of prebiotic and heritage-inspired beverages.