

Trading Hops for Hemp: Floridaze THC Seltzer Now in 20-Plus Tampa Bay Bars

Founder Oytun "Oy" Tutuncu spent two decades in beer and hospitality before trading hops for hemp; one Ybor City bar sold out of the 5 mg seltzer in two weeks.

TAMPA, FL, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Floridaze](#), a [hemp-derived THC seltzer](#) brand born and raised in Tampa, is now pouring in more than 20 bars, restaurants and retail accounts across Tampa Bay not including events and festivals. The company was founded by a beverage industry veteran who spent two decades selling into those same rooms, and its pitch is a straight swap: trade the hops for hemp and keep the occasion.



Floridaze hemp-derived THC seltzer is now in more than 20 Tampa Bay bars, restaurants and retailers. Coconut, Blue Raz and Watermelon, 5 mg per can.

“

This is a social drink, not a shortcut. We dosed at 5 mg so people can have one over dinner or a couple on a boat and still be themselves.”

Oytun "Oy" Tutuncu, Founder and CEO, Floridaze

Floridaze sells a zero-sugar canned seltzer containing 5 mg of hemp-derived Delta-9 THC per can, made from hemp grown by American farmers and mixed and packaged in Tampa Bay. It comes in Watermelon, Blue Raz and Coconut, uses natural flavors, and every batch is third-party lab tested for purity and potency. The product is made from hemp containing less than 0.3% Delta-9 THC and is sold to adults 21 and over.

"People love the occasion around drinking, happy hour, the beach, a boat day, dinner with friends, a tailgate, or a concert," said Oy, founder and chief executive officer of

Floridaze. "We wanted something for those same moments without alcohol being the automatic choice."

Oy spent two decades in the beer and hospitality business before starting the company, and Floridaze is being built on that playbook rather than a cannabis one. The brand is sold through the channels beer already moves through, on-premise accounts such as bars and restaurants

and off-premise accounts such as liquor stores and retailers, and the company is pursuing the traditional three-tier supplier, distributor and retailer system rather than selling direct only.

"Floridaze sold out at Gaspar's Grotto in two weeks," said Andy Seavey, general manager of Gaspar's Grotto, an Ybor City bar. "It gives our customers a new option, and we have seen growth in kitchen orders alongside it."

The category is moving in the same direction. THC beverages reached \$239 million in mainstream retail in the 52 weeks ending April 4, 2026, up 135% over the prior year, according to NIQ.

The 5 mg dose is deliberate. A single can sits at the low end of the category, closer to a light beer than to an edible, which is what makes it work in the accounts Floridaze is targeting.

"Picture opening a cooler and seeing beer, hard seltzers, canned cocktails, and Floridaze sitting next to each other," Oy said. "That is where this is headed. We dosed at 5 mg because people should be able to have one over dinner or a couple on a boat and still be themselves. This is a social drink, not a shortcut."

Beer culture is the reference point the company keeps returning to. The occasions Floridaze is chasing are the ones beer has owned for generations: bars, restaurants, liquor stores, festivals, sports, music, beaches, pools, boats, and tailgates.

"We are not anti-alcohol. I came from the beer world," Oy said. "Beer was never only about what was inside the can. It was the game, the concert, the beach, and the people you were with. That



Floridaze founder and CEO Oytun "Oy" Tutuncu spent two decades in the beer and hospitality business before launching the Tampa-based THC seltzer brand.



Floridaze hemp-derived THC seltzer in Watermelon, Blue Raz and Coconut. Each can carries 5 mg of hemp-derived Delta-9 THC and is third-party lab tested for potency.

culture does not disappear because someone wants a different option, and we think it transfers. We are born and raised in Tampa, so this is the market we wanted to get right first."

Drinkers looking for [where to buy THC seltzer in Tampa Bay](#) can find current accounts on the Floridaze store locator, which lists the bars, restaurants and retailers carrying the product. Floridaze also ships direct to consumers in eligible states.

About Floridaze

Floridaze is a Tampa beverage company producing hemp-derived THC seltzer as an alternative to alcoholic drinks. Its Sunshine Infused Seltzers carry 5 mg of hemp-derived Delta-9 THC per can, contain natural flavors and no sugar, are third-party lab tested, and are made from hemp grown by American farmers and mixed and packaged in Tampa Bay. The company sells through bars, restaurants, liquor stores, and retailers across Florida and direct to consumers online. Products are intended for adults 21 and over. More information is available at [Floridaze.com](https://floridaze.com).

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Floridaze is a hemp-derived THC seltzer brand born and raised in Tampa, Florida. Elevate Your Vibe.



Floridaze Watermelon Sunshine Infused Seltzer carries 5 mg of hemp-derived Delta-9 THC per 12 oz can, with zero sugar and zero calories. Sold to adults 21 and over.

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