

Caliwater Makes Erewhon Debut Across Southern California

Fast-growing cactus water brand expands premium retail presence with four-flavor assortment

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EINPresswire.com/ -- [Caliwater](#), the fast-growing functional hydration brand co-founded by Vanessa Hudgens and Oliver Trevena, is now available at [Erewhon Market](#), the Certified B Corp and organic retailer, marking the brand's first-ever placement with the Southern California retailer.

Beginning August 17, Caliwater launched at 13 Erewhon locations with four of the brand's signature cactus water flavors: Wild Prickly Pear, Watermelon, Pineapple and Blood Orange. The four flavors are available in a single-can format.

Made from sustainably sourced prickly pear cactus water, Caliwater delivers antioxidants, vitamins and five naturally occurring electrolytes in a light, refreshing drink. The brand is plant-based, vegan, Non-GMO Project Verified, kosher and gluten-free, with no artificial sweeteners or additives.

"Launching at Erewhon is an exciting milestone for Caliwater and an important addition to our Southern California retail footprint as we continue expanding the brand's presence in specialty retail," said Blair Owens, CEO of Caliwater. "Our focus is on introducing more consumers to cactus water while building availability across leading retail partners nationwide."

The Erewhon debut comes amid significant retail expansion for Caliwater. According to SPINS



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data for the 52 weeks ending July 12, 2026, Caliwater is the No. 1 cactus water brand in U.S. multi-outlet retail, with dollar sales increasing 198.3% year over year. The brand is continuing to expand its national footprint across grocery, specialty retail and foodservice partners.

The placement expands Caliwater's presence within Southern California's specialty retail market and introduces the brand to Erewhon's highly engaged customer base as Caliwater continues to build awareness around cactus water as an emerging functional hydration category.

ABOUT CALIWATER

Caliwater is a functional hydration beverage brand co-founded in 2021 by Vanessa Hudgens and Oliver Trevena. Made from sustainably sourced prickly pear cactus water, Caliwater delivers antioxidants, vitamins and five naturally occurring electrolytes in a light, refreshing drink. The brand is plant-based, vegan, Non-GMO Project Verified, kosher and gluten-free, with no artificial sweeteners or additives.

Caliwater flavors include Wild Prickly Pear, Watermelon, Blood Orange (created in partnership with Demi Lovato), Dragon Fruit (created in partnership with Benson Boone), Pineapple, and Ginger + Lime, with kid-friendly pouches available in select flavors. Sustainability is central to the brand, as prickly pear cactus requires up to 80% less water than traditional crops.

ABOUT EREWHON

Erewhon is an independent, family-owned Certified B Corporation and Certified Organic Retailer with 13 locations across Southern California. Since 1968, Erewhon has been providing organic, ethically sourced foods to the communities it serves. It is committed to sourcing high-quality, nutrient-dense products, backing local growers and brands, and supporting the environment. Recognized for uncompromising quality standards, exceptional customer service and chef-driven prepared foods, Erewhon sustains a community centered in caring, curiosity and positive change.

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CACTUS WATER

Caliwater is a functional hydration beverage brand co-founded in 2021 by actors Vanessa Hudgens and Oliver Trevena, with support from an impressive roster of celebrity investors including Benson Boone and Demi Lovato.

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