Something & Nothing Raises $6.4 Million to Accelerate U.S. Growth

The third-fastest-growing brand in modern soda, according to SPINS, raises new funding led by Venrex



NEW YORK, NY, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Something & Nothing, the premium soda brand inspired by travel and curiosity, announces $6.4 million in equity funding led by Venrex, an early-stage investor known for backing breakout consumer brands such as Charlotte Tilbury and Revolut. The round includes participation from all existing institutional investors, including Rianta Capital, ACF Investors, and The Source Ventures (Spadel), with Venrex joining the board. The raise brings the company's total funding to $15.7 million since its founding in 2020.

Founded in the UK by Olly Dixon and Rupert Pugsley, Something & Nothing has stood out for its understated, design-led packaging and its departure from typical wellness messaging, focusing primarily on flavor. The brand has won multiple Great Taste stars, and Orange & Mandarin took BevNET's Best of 2025.

The B Corp-certified brand launched stateside in 2021, and the US now makes up more than 65% of global revenue. Built by a team of three with almost no marketing spend, US revenue grew 70% across June and July 2026, with Amazon sales more than doubling over the summer. (Company figures.)

That growth reflects a broader shift in how Americans shop, where grocery choices have become a marker of taste and identity in their own right.

"Most of this category competes on what you add to a drink — our approach is what you take out, and it seems a lot of people resonate with that," said Olly Dixon, co-founder of Something & Nothing. “We’ve created an elevated and culturally relevant brand, and when you combine that with a delicious, clean, and refreshing product, it connects with a consumer who is looking for more than nostalgia from a soft drink. You then have to be on the right shelves and in the right fridges.”

That selectivity has shaped how the business has grown.

"We're very disciplined as a business. The strength of the brand and product has allowed us to grow lean — we've built the US with a team of three and almost no marketing spend," said Rupert Pugsley, co-founder of Something & Nothing. "We focus on velocity rather than doors, and on being in the right accounts in the right neighborhoods. From that base, now is the time to scale."

New retail partners, including Texas grocery chain H-E-B, have driven growth, alongside strong velocity in accounts such as Whole Foods Market, where the brand launched in 260 stores in 2025. Something & Nothing has supported expansion with a neighborhood-level campaign built around each new market - including Miami and Chicago for the Whole Foods launch and Texas for H-E-B.

Rather than national campaigns, the brand builds market by market, showing up where its consumers already are — run clubs, sampling with local creators, partnerships with indie stores, and targeted out-of-home. The approach turned Miami from the brand's slowest-growing Whole Foods market into its fastest.

Something & Nothing is the third fastest-growing brand in modern soda year to date, according to SPINS data through August 9, 2026. Beyond H-E-B and Whole Foods, the range is stocked at The Fresh Market, Erewhon, and Gelson's; tastemaker retailers including Tiny Grocer in Austin and Dumbo Market in Brooklyn; and on Amazon and DTC. The brand reaches approximately 17,000 doors worldwide and aims to double the business in 2027.

The funding will support three priorities:
• Consumer marketing — scaling the brand's neighborhood-led approach, which has driven retail expansion market by market, into its first significant national investment in consumer awareness.
• Team expansion — growing the US sales and regional teams and adding capacity across production, marketing, and finance, beginning with a newly created Global Head of Marketing role.
• Working capital — increasing production against the 2027 pipeline, with retail expansion and continued velocity growth the focus for the year ahead.

The round marks Venrex's second investment in the brand.

"I was a genuine customer first, with a monthly subscription, before I was an investor. We made a smaller investment in the last round, and after staying close to the business and seeing the progress, it was clearly the right time for Venrex to double down and lead," said Mark Esiri, co-founder of Venrex. "Something & Nothing has the potential to be a true global leader in elevated, clean adult soda."

About Something & Nothing
Something & Nothing is a premium soda brand inspired by travel and curiosity. Made with no added sugar or sweeteners, it prioritizes real fruit juices, extracts, and botanicals for flavors that transport like Yuzu, Pineapple & Pink Grapefruit, and Mango & Thai Basil. Founded in the U.K. in 2020 and launched in the U.S. in 2021, Something & Nothing is B-Corp Certified and dedicated to making a positive impact on the planet through production powered by the sun, low-carbon deliveries, and quarterly carbon offsets. Three of the brand's flavors have won Great Taste stars, the world's largest and most trusted food & drink accreditation. Meant to be enjoyed from desk to dinner party or beach to pub, Something & Nothing offers a sophisticated, feel-good drinking experience to escape the everyday. Follow along @wearesomethingandnothing and learn more at us.somethingandnothing.co.

About Venrex
Venrex is an early-stage venture capital firm with offices in London and New York. They were early-stage backers of Charlotte Tilbury, Revolut, Orlebar Brown and Maven Clinic, and early investors in Rippling, Just Eat, Notonthehighstreet.com, Mumsnet and ME+EM. Founded in 2006, Venrex is proud to back exceptional founders.

About ACF Investors
Launched in 2011, ACF Investors is a privately managed and commercially focused venture capital fund that works alongside sector smart business angels to invest in high-potential SMEs across the UK, directly providing funding to support exceptional businesses. ACF Investors has supported more than 125 companies, including such names as Ebury, Gousto, Creo Medical, and Form3, providing more than £90 million in direct investment alongside more than £700 million from business angels and other investors, making it one of the most active early-stage investors in the country. For more information, please visit www.acfinvestors.com/

Amy Watsky
Isetta
email us here

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