

Alfred University: Saxon Sodas bottled and ready to pop artist's work

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Alfred University's Office of Student Activities and Powell Campus Center have taken the lid off a new line of AU-themed sodas, much to the delight of a thirsty public. The soda, in 12-ounce glass bottles, is produced by a private company in New Hampshire that specializes in old-fashioned flavors such as birch beer and sarsaparilla. The original AU flavors have been named for Alfred landmarks, personalities, and student groups, said Dan Napolitano, director of Student Activities and the brain behind the bubbles. The first flavors unveiled include Orientation Guide Grape, The King's Raspberry Lime Rickey, Presidential Punch, The Brick Black Cherry, Dean Brody's Birch Beer, and Terra Cotta Orange Soda. A new flavor will be introduced each month starting with Interview Iced Tea. "We thought it would be an ideal drink to sip while interviewing for admission to AU, or for a first job after graduation," noted Napolitano. Other flavors to be introduced this year are Steinheim Sarsaparilla, Hot Dog Day Lemonade, Commencement Crime Soda, and Reunion Root Beer. "Many additional flavors have been suggested, including a version called Saxon Pop for those so adamantly opposed to the word 'soda,'" said Napolitano. He plans to "retire" the original 12 sodas and launch a new series next year. Napolitano began brewing the idea for Saxon Sodas when President Emeritus Edward G. Coll, Jr., was getting ready to retire. Napolitano wanted to have a case of "Ed Cola" (what else?) made up as a gift to Coll, but he ran out of time. He filed the idea away until last year when DJ Hampton, who was completing a graduate assistantship in the Student Activities office, and then-Assistant Director of Campus Life Larry Mannolini took it over. Design for the labels was done by student Chagmione Antoine, a junior, and labels were finalized and printed by Private Label Specialties of New Hampshire. Individual bottles are available for \$1.50 (\$1 for AU students) at special AU events in the Powell Knight Club. Cases will also be sold at the Powell Campus Center. Anyone off campus who wishes to order a case may call or e-mail Paul Toursie at Private Label Specialties, 888-669-6632, or sales@plspecialties.com. Cases contain 24 bottles of one flavor (flavors cannot be mixed) and are \$24 plus \$10 for packaging and shipping within the United States.