# Shaquille O’Neal launches Blueberry Lemonade in beverage partnership



NBA star Shaquille O’Neal has entered the ready-to-drink (RTD) beverage market by investing an undisclosed amount in Beatbox Beverages, a brand known for its fruit-flavoured cocktails. The partnership has been marked by the introduction of a new flavour, Blueberry Lemonade, developed collaboratively between O'Neal and the brand.

In a statement, O'Neal expressed enthusiasm for the collaboration, stating, “I’ve always been about trying to create unforgettable experiences – whether it’s on the court, DJing, or through my business ventures. When I first came across BeatBox, I saw a brand with that same spirit of fun and boldness that’s really taking over the category.” The former NBA player highlighted that the Blueberry Lemonade flavour is a “bold, boozy twist on the classic blueberry lemonade.”

BeatBox RTDs contain an alcohol by volume (ABV) of 11.1%, and are marketed as low in sugar and gluten-free. The packaging for the new flavour features design elements reflecting O’Neal's musical persona, DJ Diesel, incorporating whimsical illustrations of lemons, lightning bolts, and blueberries.

Brad Schultz, co-founder and CMO at BeatBox, further emphasised O’Neal’s alignment with the brand, noting, “At our core, we both care deeply about bringing people together and creating fun and memorable moments. From the start, Shaq recognised that BeatBox is more than a drink – it’s a party movement.” Schultz highlighted the shared values of both O’Neal and the brand, which focus on creating engaging experiences for consumers.

The Blueberry Lemonade flavour will be available in a 500ml format across numerous retailers including Spec’s, Total Wine & More, Walmart, Kroger, H-E-B, and convenience stores such as 7-Eleven and Circle K. Zech Francis, BeatBox’s senior vice president for global brand marketing, stated that O’Neal's involvement is expected to significantly enhance sales, reinforcing BeatBox's position within the competitive RTD sector. “This collaboration is set to drive major sales growth, further cementing BeatBox as a dominant force in the RTD category,” added Francis.

This partnership follows another notable collaboration in 2023 when Canadian singer Avril Lavigne launched a Pink Lemonade cocktail with BeatBox, indicating the brand's strategy of leveraging celebrity partnerships for market expansion.

According to analysis by IWSR Drinks Market Analysis, the RTD segment is anticipated to experience robust growth in the US, particularly within the spirits-based category, which is projected to grow at a compound annual growth rate (CAGR) of 6% from 2023 to 2028. This presents valuable insights for alcoholic drinks brands looking to navigate and capitalise on the evolving consumer preferences within the RTD market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.prnewswire.com/news-releases/shaquille-oneal-invests-in-beatbox-beverages-partners-for-exclusive-flavor-302401122.html> - This URL supports the claim that Shaquille O'Neal has invested in BeatBox Beverages and collaborated on a new Blueberry Lemonade flavor. It also highlights the brand's focus on fun and memorable experiences.
* <https://drinks-intel.com/spirits/shaquille-oneal-partners-with-beatbox-beverages-rtd/> - This URL corroborates the partnership between Shaquille O'Neal and BeatBox Beverages, including the release of the Blueberry Lemonade variant.
* <https://www.noahwire.com> - This URL is mentioned as a source for the article but does not provide specific information about the claims. However, it could be used to find related news or analysis on the RTD market.
* <https://www.iwsrdrinks.com/> - Although not directly mentioned in the search results, IWSR Drinks Market Analysis is a reputable source for insights on the RTD market growth, which supports the claim about the segment's anticipated growth.
* <https://www.beatboxbeverages.com/> - This URL provides information about BeatBox Beverages, including its products and brand mission, supporting the claim that BeatBox is a party-focused brand.
* <https://www.totalwine.com/> - This URL is one of the retailers mentioned where the Blueberry Lemonade flavor will be available, supporting the claim about the distribution channels for the new product.
* <https://www.thespiritsbusiness.com/2025/03/shaquille-oneal-makes-rtd-play/> - Please view link - unable to able to access data