



**Gratton: Costa Mesa startup DrinkBryte shipped first cases of electrolyte club soda**

## **Drink Co. Incubated**

A beverage company hatched inside Costa Mesa incubator Alchemy Factory is shipping its first cases and seeking distribution partners. **The DrinkBryte Co. LLC** created BryteLife, an electrolyte club soda. The goal is to get BryteLife into clubs, restaurants, bars and spas, said **Fabio Gratton**, co-founder and chief marketing officer. The founders bootstrapped the company with \$150,000.

Gratton launched the incubator himself in 2013.