



Curated Culture launches Refresh prebiotic soda with \$1 deals at 7-Eleven

Description

Home-grown functional beverage brand **Curated Culture** has introduced Refresh, Singapore's first zero-sugar prebiotic soda, and partnered with 7-Eleven to make it available from just \$1 a can at participating outlets.



Image: Curated Culture

Refresh packs 5g of Fibregum, an all-natural, plant-based soluble dietary fibre made from acacia gum, into every 245ml can, along with only 30 calories. The soda launches with two flavours, Lychee and Calamansi, both leaning into the Asian-inspired flavours the brand is known for, and retails at up to \$3 per can at 7-Eleven outlets islandwide.

Monthly \$1 deals through to next February

To celebrate the launch, Curated Culture has partnered with 7-Eleven to roll out a series of monthly \$1 deals at participating stores from September 2026 to February 2027. Refresh Lychee kicks off the promotion from 23 September to 6 October, followed by Refresh Calamansi from 21 October to 6

November, with new flavours joining the deals calendar at later dates.



Image: Curated Culture

“We have always wanted to make it easier for people to take that first step towards living healthier,” said Christian Eviston-Putsch, co-founder of Curated Culture. “For us, that starts with making something people actually look forward to drinking, without thinking of it as a special lifestyle adjustment. With Refresh, we wanted the familiar pleasure of a fizzy drink, capturing the flavours we love and grew up with, at a price that makes it feasible as an everyday choice.”

Formulated by NUS food scientists

Refresh is formulated in Singapore by food scientists, with the founders having met at the National University of Singapore in 2021. The soda is sweetened with xylitol, a natural sweetener with a low glycemic index score of 7 that does not spike blood sugar or insulin levels, making it suitable for people with diabetes or those on a ketogenic diet or intermittent fasting.



Image: Curated Culture

It is made without artificial flavourings or preservatives, and is caffeine-free, vegan-friendly and JAKIM Halal-certified. The prebiotic fibre in each can is designed to feed beneficial bacteria already present in the gut, tapping into ongoing research into the gut-brain axis and how gut health may relate to mental wellbeing.



Image: Curated Culture

Beyond the two launch flavours, the wider Refresh range includes Peach, described as a soft and subtly sweet take on a childhood favourite, and Mango, with a rich, ripe flavour and gentle sparkle, both to be made available at later dates.



Image: Curated Culture

Refresh joins a growing line-up of better-for-you drinks appearing at convenience stores this year, not unlike the steady stream of [\\$1-range drink deals](#) that keep popping up at 7-Eleven, and sits alongside other Asian-flavoured food finds like the [Korean Regional Snacks Pop-Up](#) at Isetan Shaw House.

Refresh Lychee and Calamansi are available now at participating 7-Eleven outlets islandwide, with the \$1 deal running from 23 September.

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