



BIOGRAPHY



## **ALLISON ELLSWORTH**

*Guest Shark on ABC's "Shark Tank"*

Allison Ellsworth is the co-founder & chief brand officer of poppi: the modern soda brand revolutionizing soda for the next generation. She created poppi by experimenting in her kitchen to create an apple cider vinegar-infused soda that tasted great. From the farmers market to a "Shark Tank" deal, poppi quickly became one of the fastest-growing nonalcoholic beverages in the U.S. and is the No. 1 selling soda on Amazon.

Ellsworth leads the Austin-based beverage company's overall brand strategy, creative and innovation. She pioneered the brand's cultural cache and digital-first approach, attracting a loyal community of over 1 million followers, over 2 billion-plus page views on TikTok, and celebrity brand fans including Kim Kardashian, Post Malone, Alix Earle, Hailey Bieber, Billie Eilish and more.

Ellsworth has been recognized in the 2024 Inc. Female Founders 250 and was named Founder of the Year from Modern Retail; TIME named poppi one of The 100 Most Influential Companies of 2025. She lives in Austin, Texas, with her husband and three boys.

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