PROFESSIONAL BIO

Sharelle Klaus

Founder, DRY Soda Co. · Co-founder & CEO, Second Sip

SHORT BIO

Sharelle Klaus is an entrepreneur, brand builder and CEO with more than 20 years of experience in the consumer beverage industry. In 2005, she founded DRY Soda Co., growing it from a kitchen startup into one of the longest-standing independent beverage brands in the U.S., with national distribution in more than 9,000 retail locations, including Target, Kroger and Costco, and more than 100 million bottles and cans sold. A pioneer in the adult non-alcoholic beverage category, she was a founding board member of the Adult Non-Alcoholic Beverage Association and co-authored The Guide to Zero-Proof Cocktails.

Today, Sharelle is co-founder and CEO of Second Sip, a lower-alcohol spirits company. She also advises founders, investors and consumer companies, drawing on two decades of firsthand experience to help them identify opportunities, improve profitability, avoid costly pitfalls and build brands that last.

LONG BIO

Sharelle Klaus is an entrepreneur, brand builder and CEO with more than 20 years of experience in the consumer beverage industry. In 2005, she founded DRY Soda Co., growing it from a kitchen startup into one of the longest-standing independent beverage brands in the U.S. Under her leadership, DRY expanded into more than 9,000 retail locations, including Target, Kroger and Costco, and sold more than 100 million bottles and cans over its twenty years in market.

Sharelle launched DRY in Seattle with a $15,000 home equity loan and four distinctive flavors: lavender, lemongrass, rhubarb and kumquat. The brand helped pioneer the adult non-alcoholic beverage category and developed a loyal national following. She went on to co-author The Guide to Zero-Proof Cocktails and became a founding board member of the Adult Non-Alcoholic Beverage Association. DRY operated for twenty years before closing in late 2025.

In 2025, Sharelle co-founded Second Sip with internationally recognized beverage experts Leo Robitschek and Nick Strangeway. Their first product, a 20% ABV London Dry-style gin, was developed to deliver the experience of a classic martini with half the alcohol. Second Sip launched in New York in 2025 and partnered with Southern Glazer's Wine & Spirits in 2026. Sharelle continues to serve as the company's CEO, applying the experience gained over two decades of building DRY to this new category of lower-alcohol spirits.

Throughout her career, Sharelle has raised capital, secured national retail distribution, built relationships with major distributors including KeHE and UNFI, and managed the financial and operational demands of growing an independent consumer brand. Her experience spans everything from launching new products and entering national retail accounts to improving margins, managing spending and adapting to changing markets. She now shares that knowledge with founders, investment firms and consumer companies, helping them recognize opportunities, make better decisions and build profitable, lasting brands.

Before DRY, Sharelle worked as a consultant with Price Waterhouse and Infrastructure Management Group and founded Planet Squid, an early internet business for children. She also served as president of the Seattle chapter of the Forum for Women Entrepreneurs. She holds a degree in political science from Seattle Pacific University.

Originally from Bend, Oregon, Sharelle is a mother of four and spends much of her time in Morocco. She continues to build businesses, advise founders and investors, and speak about entrepreneurship, consumer brands and what it takes to succeed over the long term.

INTRODUCTION FOR HOSTS (ONE LINE)

Sharelle Klaus founded DRY Soda in her Seattle kitchen, built it into a national brand over twenty years, and is now co-founder and CEO of Second Sip, a 20% ABV gin made for a proper martini.

Photos and booking: www.sharelleklaus.com/contact