# Slice soda relaunch sparks AI-driven pop-up radio station in Los Angeles



A novel radio concept has emerged in Los Angeles this month, marking a quirky twist in the tradition of music broadcasting: AI-driven content is at the forefront of "The Fizz," a pop-up station airing on 106.3 FM. This initiative is intricately linked to the relaunch campaign of Slice, an ‘80s soda brand originally introduced by PepsiCo in 1984 and recently revitalised by Suja Life.

Broadcasting primarily throughout June, The Fizz presents a unique format of fully AI-generated music, with catchy tracks featuring titles like “Pop the Top” and “Lipstick Stain on my Slice.” The experience is enhanced with back stories about fake bands and a DJ named Bev, all crafted using Google's AI tools. This innovative approach has been described as a delightful homage to the pop culture of the '80s and '90s—an inventive strategy to engage listeners who possess nostalgia for this era of music while introducing an entirely new catalogue of artificial yet tuneful hits.

Katy Hornaday, CEO of BarkleyOKRP, the advertising agency behind the campaign, shared insights on the partnership with Google, stating, “Partnering with Google let our team really take their creative vision to a whole new form of expression that would not have been possible to deliver in the time and scale we needed without these tools.” The station has been formatted to resemble a classic top-40 radio experience, allowing casual listeners to momentarily enjoy the melodies before realising they are entirely fictional. This clever production subtly promotes the brand's revitalised image as a healthier beverage option featuring prebiotics and probiotics.

Slice itself has a storied history: once a vibrant competitor in the fruit-flavoured soft drink market, it suffered a decline and was taken off the shelves in North America by the late 2000s. Although it saw a brief attempt at rebranding as a sparkling water in 2018, it wasn’t until its acquisition by Suja Life in May 2024 that it began a serious comeback, promising a healthier take devoid of high fructose corn syrup and additives. The new formula, with flavours including lemon-lime and classic cola, aims to resonate with both Gen X and younger consumers looking for nostalgia mixed with modern health consciousness.

The geographical choice for The Fizz is particularly strategic, with Los Angeles being an emblematic city for car culture. Nicole Portwood, chief marketing officer at Suja Life, highlighted this aspect by stating, “LA is a really iconic place for that,” further emphasizing the freedom and joy recalled from cruising with music in the summer sun.

As The Fizz continues to make waves with its AI-driven programming in the heart of Mid-City, it presents not just a marketing gimmick, but a fresh way to intersect technology with creative cultural expression. The three-hour loop of hits will eventually transition online at TheFizzFM.com post its FM airing, allowing the quirky tracks and their fictional bands to reach a broader audience.

While The Fizz is slated to cease its FM transmissions at the end of June, the concept of blending nostalgia with cutting-edge technology holds promise. As Portwood noted, capturing the essence of joyful memories through music is integral to the brand's strategy, allowing Slice to re-establish its presence in a market eager for meaningful connections to the past.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda), [[2]](https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda)
* Paragraph 2 – [[1]](https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda), [[4]](https://www.prnewswire.com/news-releases/slice-launches-in-select-retailers-nationwide-ushering-in-a-new-era-of-healthy-soda-302357421.html)
* Paragraph 3 – [[3]](https://en.wikipedia.org/wiki/Slice_%28drink%29), [[5]](https://www.foodprocessing.com/business-of-food-beverage/mergers-acquisitions/news/55042759/slice-soda-brand-acquired-will-return-to-stores-in-2025), [[6]](https://sporked.com/article/what-happened-to-slice-soda/)
* Paragraph 4 – [[6]](https://sporked.com/article/what-happened-to-slice-soda/), [[7]](https://www.foodandwine.com/news/slice-relaunch-sparkling-water)
* Paragraph 5 – [[1]](https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda), [[2]](https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda)

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

## Bibliography

1. <https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda> - Please view link - unable to able to access data
2. <https://spectrumlocalnews.com/nc/triad/entertainment/2025/06/06/fizz-fm-ai-radio-slice-soda> - In June 2025, Los Angeles witnessed the launch of 'The Fizz,' a temporary radio station broadcasting on 106.3 FM. This station, part of a promotional campaign for the 1980s soda brand Slice, features AI-generated content, including songs, bands, and a DJ named Bev. Listeners in areas like Mid-City can tune in to hear soda-themed tracks such as 'Pop the Top' and 'Fizzical Attraction.' The initiative aims to rejuvenate Slice's image by blending nostalgia with modern technology.
3. [https://en.wikipedia.org/wiki/Slice\_(drink)](https://en.wikipedia.org/wiki/Slice_%28drink%29) - Slice was a fruit-flavored soft drink introduced by PepsiCo in 1984, initially containing 10% fruit juice. It was discontinued in North America in the late 2000s but reintroduced in India in 2008 as Tropicana Slice. In 2018, New Slice Ventures LLC acquired the trademark rights in the U.S. and Canada, launching a sparkling water version with organic fruit juice. In 2025, Slice was relaunched by Suja Life with a new formula, including prebiotics, probiotics, and postbiotics, available in lemon-lime, orange, cola, and grapefruit flavors. ([en.wikipedia.org](https://en.wikipedia.org/wiki/Slice_%28drink%29?utm_source=openai))
4. <https://www.prnewswire.com/news-releases/slice-launches-in-select-retailers-nationwide-ushering-in-a-new-era-of-healthy-soda-302357421.html> - In January 2025, Slice, the fruit-flavored soda brand, was reintroduced by Suja Life, offering flavors like Orange, Lemon Lime, Classic Cola, and Grapefruit Spritz. The new version contains only five grams or less of sugar, no high fructose corn syrup, and is sweetened naturally with real fruit juice, organic stevia, and organic cane sugar. It is Non-GMO Project Verified, gluten-free, vegan, and kosher. Slice is available at major retailers and online. ([prnewswire.com](https://www.prnewswire.com/news-releases/slice-launches-in-select-retailers-nationwide-ushering-in-a-new-era-of-healthy-soda-302357421.html?utm_source=openai))
5. <https://www.foodprocessing.com/business-of-food-beverage/mergers-acquisitions/news/55042759/slice-soda-brand-acquired-will-return-to-stores-in-2025> - In May 2024, Suja Life acquired the Slice soda brand, planning to relaunch it in 2025 with improved ingredients and nutritional benefits. The new Slice will be an all-natural, low-calorie soda delivering gut health advantages with superior nutrition, function, and taste. This acquisition builds on Suja Life's dedication to beverages with low sugar and clean ingredients. ([foodprocessing.com](https://www.foodprocessing.com/business-of-food-beverage/mergers-acquisitions/news/55042759/slice-soda-brand-acquired-will-return-to-stores-in-2025?utm_source=openai))
6. <https://sporked.com/article/what-happened-to-slice-soda/> - Slice soda, introduced in 1984 with 10% real fruit juice, was discontinued in the late 2000s. In 2018, New Slice Ventures acquired the rights to relaunch Slice as a sparkling water. However, this attempt did not succeed, and the brand was reintroduced in 2025 by Suja Life with a new formula, including prebiotics, probiotics, and postbiotics, available in lemon-lime, orange, cola, and grapefruit flavors. ([sporked.com](https://sporked.com/article/what-happened-to-slice-soda/?utm_source=openai))
7. <https://www.foodandwine.com/news/slice-relaunch-sparkling-water> - Slice, the fruit-flavored soda brand from the 1980s, was discontinued in the late 2000s. In 2018, New Slice Ventures acquired the rights to relaunch Slice as a sparkling water. The new version is a low-calorie beverage sweetened with real fruit juice, organic stevia, and organic cane sugar, and is Non-GMO Project Verified, gluten-free, vegan, and kosher. ([foodandwine.com](https://www.foodandwine.com/news/slice-relaunch-sparkling-water?utm_source=openai))