Meijer helps launch innovative Grand Rapids beverage brand oHy

When co-founders Trent Hartwig and John Green launched oHy (pronounced “oh-hi”) earlier this year, they weren’t just creating a new drink—they were carving out a whole new category in the beverage aisle.

“Hydrogen water is still pretty foreign to a lot of people,” Trent says. “But when you break it down, it’s really simple. We use elemental magnesium to generate free hydrogen gas in the water, which offers antioxidant and recovery benefits.”

We first connected with Trent through the Meijer Buy Local program, which reaffirms our ongoing commitment to supporting small businesses in the communities we serve. oHy launched in 16 Meijer stores across the Grand Rapids, Mich., area in July, making it the first ready-to-drink hydrogen sparkling water on our shelves.

Trent and John are no strangers to innovation, or to Meijer.

Before oHy, they worked together to build Revolution Farms, an indoor hydroponic greens operation based in West Michigan that also partners with Meijer. John is the former CEO and chairman of Founders Brewing, and together, they’ve brought that same entrepreneurial spirit to wellness beverages.

“We’re a Grand Rapids company. Meijer has been a key customer in past ventures I’ve led,” Trent says. “So when their buyer told us about the local vendor initiative, we jumped at the chance.”

oHy comes in four flavors: strawberry lemon, cherry lime, lemon lime, and raspberry. Each is organic and non-GMO. With a higher pH and smooth finish, the drink is designed to be both delicious and easy to enjoy.

“We wanted it to taste great, but also be something people feel good about drinking every day,” Trent says.

While hydrogen-rich water has been studied for its antioxidant and muscle recovery benefits, it typically has been expensive – and hard to find. oHy’s patented production method allows the company to deliver it at scale and at a more accessible price point.

Even with a strong idea and track record, getting onto store shelves isn’t always easy. That’s why we’re proud to feature oHy on our local endcaps and support the team as it engages customers directly through in-store demos, couponing and traveling across the state to bring awareness to the brand.

“Sampling is everything in our category,” Trent says. “It’s a liquid-to-lips business.”

oHy starts with sustainability at the source—sourcing flavors from organic farms that follow the highest environmental standards and using infinitely recyclable aluminum cans, free from additives or chemicals. As they grow, they're committed to supporting efforts that protect and preserve the Great Lakes watershed for generations to come. During a recent company retreat, the team hosted a beach cleanup along Lake Michigan, reflecting values that align with Meijer’s own environmental efforts.

“Our passion goes beyond just offering a better-for-you beverage,” Trent says. “We care deeply about the place where we live, and we want oHy to be a brand that supports that.”

Additional assets available online: Photos (2)