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Cheers: 'True Blood,' the Beverage

Compiled by DAVE ITZKOFF
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In terrible news for anyone who has trouble distinguishing between reality and a fantasy world where sexy vampires roam the streets of New Orleans, but potentially exciting news for anyone living who would want to consume a beverage intended for the undead, a carbonated drink based on the [HBO](#) series "True Blood" is to go on sale in September. In a news release on Monday, Omni Consumer Products said that it had struck a deal with HBO's licensing division to produce [Tru Blood](#), inspired by the drink that the program's vampires consume for sustenance (when they're not feeding on the living). In a statement, the company said that its Tru Blood drink would have "a crisp, slightly tart and lightly sweet tang," and come in a bottle similar to the one featured on the HBO series.

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