

ADD TO CART

EPISODE RUN SHEET

JASON THOMAS & CALE MCPHERSON from SODII

Wednesday 15 January / 9.30AM AEST (QLD)

RECORDING LINK:

<https://riverside.fm/studio/add-to-cart?t=c3a779bf2ddaea8679b2>

** We will record audio and video of the conversation **

** We will create compelling socials clips and send to you for sharing **

View past episodes at addtocart.com.au

Socials:    

Recording enquiries

Nathan Bush (host)

nathan@addtocart.com.au

0439 614 861

3 crucial elements for great sound:

- Please use a **microphone or headphones** - no speaking into the laptop/phone please. Apple AirPods are fine.
- Use a reliable **internet connection**. If unsure, have a tethered 5G ready to go as a backup.
- Be in a **quiet, non-echoey environment**. Generally, soft furnishings are your friend. Your current Zoom meeting room is likely to be OK.

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GUEST DETAILS. Please check and fill in.

Name	Cale McPherson	Jason Thomas
Position	Co Founder of Sodii	Co Founder of Sodii
Organisation	Sodii	Sodii
Email	cale@sodii.com.au	jason@sodii.com.au
Phone		
LinkedIn	Cale McPherson LinkedIn	Jason Thomas LinkedIn
Short bio	Sodii is the vision of Co-Founders Cale McPherson & Jason Thomas, who shared a mutual desire for a better electrolyte product that wasn't available in Australia. Their combined passion for health, wellness, & innovation led them to experiment with hydration products to fill this gap. Frustrated by the lack of quality options in the market, they set out to develop Sodii, which has since become Australia's highest rated electrolyte product. With guidance from health experts & practitioners, Sodii offers products that help reshape the conversation & perception of salt & hydration.	
Bio pic (link or image)		
Logo (link or image)	ADD IMAGE or link to be featured on the episode cover. Please include transparent options if possible	
		

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Cross Promotion (optional)	<i>No pressure to do so, but do you want to provide a discount coupon for our listeners? We can promote your product across our podcast, email and social channels. Please add image/s or link to image/s we can use on email and socials to promote your offer.</i>	https://sodii.com.au/discount/ADDTOCART15 Code - ADDTOCART15

EPISODE RUNSHEET. Feel free to add comments & suggestions.

Primary Episode (0-50 minutes) We will use these as our baseline but we will follow the flow of the conversation. It should be a conversation rather than an interview! Feel free to share examples or stories - our audience love getting nerdy with eCommerce.	• It seems like a pretty good time to be in the protein and salt game. What convinced you to go all in during 2021? • Your mission is to improve human health and hydration. How does Sodii do this? • Where do you actually get the salt from? Take us through the process. • Where are you sold, and what kind of numbers are you doing? • Who's your target market? • What tactics have you found to be the most successful as you expand in the growth stage? • Customer reviews have been a key focus for you. Talk us through your process for gathering and sharing customer reviews. • What's been the biggest challenge for you in helping people understand the benefits of salt and electrolytes for health? • I can imagine social and influencers are key to getting trust and reach initially. Have you had any great experiences here? • You've got beautiful designs online and in your packaging. So it's no surprise you own a creative agency, Divide Agency, in
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	Adelaide. One of your beliefs is “The world has enough shit stuff”. Care to give us examples? • Moving from creatives to brand owners - what was the biggest challenge to get your head around? • How do you keep salt interesting? • What advice would you give to someone starting a health-focused eCommerce brand? • What’s next for Sodii and you both? • How can people learn more and get in touch?
The Checkout (5-10 minutes) Have a think about your answers to these ahead of the record, but no need to write them in here. This will be released as its own episode in the weeks following the primary episode.	1. What is the weirdest thing you’ve ever bought online? 2. Which retailer has most inspired you recently? 3. Name a piece of tech that you or your ecommerce business couldn’t live without? 4. Can you recommend a book or podcast that our listeners should immediately get into? 5. What is your biggest challenge today?

EPISODE RESEARCH. Feel free to add articles or links.

News Stories <i>Links to company or personal stories. personal and brand story.</i>	
Featured Media <i>Links to previous podcasts or videos.</i>	Recovery Guru - Sodii Hydration Salts Review: The Best Electrolyte Sachet in Australia
Channels <i>Links to business and personal websites, selling channels and social accounts.</i>	
Website URL	https://sodii.com.au/
Company LinkedIn URL	https://www.linkedin.com/company/sodii/
Instagram URL	Sodii Hydration
Facebook URL	Sodii Hydration
Podcast	

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Other Channels <i>(TikTok, Twitter, eBay, Pinterest etc)</i>	
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That's all we need from our guests! The rest is for the Add To Cart team. See you in there!

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INTRO & OUTRO Add To Cart team only

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Intro	Hey there, ecommerce adventurers! You know that the world of ecom can take us into some weird and whacky places. Well, today's episode might just take the cake. Imagine owning a digital agency, getting curious about the science of salt and electrolytes and then having to source your main ingredients from an ancient lake in the middle of Australia. Yep, that's exactly where we're headed today on <i>Add To Cart</i>! Welcome back to Add to Cart. I'm Bushy, joining you from the land of the Turrbal people, here in Brisbane, Australia. I'm thrilled to welcome Jason Thomas and Cale McPherson, the innovative minds behind Sodii, the Aussie electrolyte brand winning over fitness buffs and everyday Aussies alike. They believe that salt is the secret to better hydration peak performance and daily wellness. Jason and Cale started with a simple mission: change the way people think about hydration. Since then they've transformed conversations around salt into science-backed products. With distribution in 650+ retailers, including boutique gyms, health food stores, chemists and independent supermarkets —they're growing like crazy, and they're just getting started! You'll hear how Jason and Cale turned Australia's purest inland salt, sourced from WA's Lake Deborah, into a hydration powerhouse, why electrolytes are about much more than quenching thirst and how their branding expertise from Divide Agency gave Sodii its standout identity. From navigating product lifecycle strategies to tackling stock issues and international expansion, this episode is brimming with insights for brand builders, product devs and marketing strategists alike. A big thanks to our partners at Shopify and Klaviyo for making this episode possible and a quick reminder (if you haven't already) to sign up for my weekly ecommerce newsletter. Every Tuesday, I share key industry insights along with choice ecommerce stories, research pieces, or case studies from the past week. Sign up for free at addtocart.com.au/subscribe. Alright, enough from me—let's dive into the world of salt! Here's my chat with Jason and Cale from <i>Sodii</i>!

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Outro	That was a bit of a masterclass on salt and electrolytes, but there were a heap of ecommerce tips sprinkled in there from two experienced brand specialists. Here are my top three takeaways from our conversation - especially if you are looking to launch a new product Reframe the Narrative to Create Demand Jason and Cale didn't just launch a product—they flipped the script on salt and hydration. By focusing on education and science-backed benefits, they reshaped how people think about electrolytes. They called out the sugar and artificial ingredients in existing products and offered a cleaner, salt-focused alternative sourced from WA's Lake Deborah. This fresh perspective didn't just appeal to athletes—it struck a chord with wellness enthusiasts and everyday Aussies. It's proof that creating demand can start with changing the conversation. Brand-First Performance Marketing In the race to drive clicks and sales, it's tempting to lean into aggressive performance marketing tactics. But Jason and Cale of <i>Sodii</i> proved that prioritizing your brand's identity and values over quick wins can lead to greater, long-term success. By crafting ads and campaigns that authentically reflect their ethos of wellness and clean hydration, they've ensured that every customer touchpoint—from ad click to purchase—feels cohesive and genuine. I love their be there to help whenever the customer needs them philosophy. Building a Base Through Niche Communities When <i>Sodii</i> launched during COVID, they avoided rushing into the mass market. Instead, they targeted niche communities like keto Facebook groups and boutique gyms to introduce their product. By collaborating with group admins and trusted influencers, they established credibility and loyalty within these tight-knit networks. This grassroots approach laid a solid foundation before expanding, and today, <i>Sodii</i> is stocked in over 650 retailers, including chemists and boutique health food stores. It's a compelling reminder that a focused, steady strategy often outpaces a flashy launch in competitive markets. Thank you for tuning in! If you enjoyed today's episode, please share it with a friend or colleague, leaving us a review on Spotify or Apple Podcasts, and support our amazing sponsors, Shopify and Klaviyo, who make this podcast possible.
Checkout intro	Today's Checkout features Jason Thomas and Cale McPherso, the creative duo behind <i>Sodii</i>, the Aussie electrolyte brand that's redefining hydration with science-backed innovation and premium ingredients. From converting chest freezers into ice baths to championing bold branding choices, we chat about everything from

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	the inspirations shaping their brand, to the lessons they've learned building Sodii from the ground up.
Checkout outro	To hear more from Jason and Cale, jump back into the main episode where they share the story behind Sodii's incredible growth—from grassroots Facebook groups to being stocked by 650+ retailers—and why they're obsessed with educating Aussies on the real science of salt.

EDITING INSTRUCTIONS. Add To Cart team only.

Edits Instructions	EPISODE BEGINS 00:08 EPISODE ENDS 54:25 "It's been nice. Cheers. Cheers." CHECKOUT BEGINS 55:02 CUT 57:09-57:23 CUT 1:01:58 where Nathan stumbles on "Klayvio" the first time CHECKOUT ENDS 1:08:28 "Thank you. Cheers."
Trailer Quotes	03:09 "why hasn't this been done so earlier? And it just really hadn't been looked at." 15:39 "As you can see, we nerd out a little bit on salt." 16:10 "salt's it's fun if you dig into it." 20:53 "But even as you're talking about it then, cause I've been using for like the last month, my mouth started watering, just thinking about it. I'm like, yeah. I was like, I really need to get another one." 23:47 "A product like ours is very, especially back then, quite disruptive, quite counterintuitive to what you're told from a health and nutrition space and especially in the hydration space." 25:39 "our first sale came from Reddit where I created a Reddit account, posted it in a feed pretending to try the product and sort of was saying, it's really great. And within two seconds someone was like, he owns it, get rid of it, you're out. And I got booted out. So that was a steep learning curve there."

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	44:14 "we kind of sacrifice selling to 100 customers to find the one that will keep coming back to us 100 times."
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SPONSOR SPOTS. Add To Cart team only.

Sponsor	Ad Code	Ad Position
Klaviyo	KL002	19:15 - What else do you add to the salt to kind of bring it into a consumer product? // AD// So it's very minimal..
Shopify	S62	45:31 - what are some of those key metrics that you look at? //AD // Yeah, we've always focused on the educational side of things ..

PRIMARY BLOG POST. Add To Cart team only.

Title	Turning Salt Into Ecommerce Gold: Inside Sodii's Growth Story #489
Blog Excerpt	Find out how Jason and Cale from Sodii are turning salt into the secret ingredient for hydration, wellness and business success.
Guest Bio (combined)	Cale McPherson and Jason Thomas, Co-Founders of Sodii, shared a mutual vision for a better electrolyte product that wasn't available in Australia. Their combined passion for health, wellness, and innovation led them to experiment with hydration products to fill this gap. Frustrated by the lack of quality options in the market, they developed Sodii, which has since become Australia's highest-rated electrolyte product. Teaming up with health experts and practitioners, Sodii is creating game-changing products that are reshaping how Aussies think about salt and hydration.
Blog Copy	What if salt, long considered a dietary villain, was actually the key to better hydration and wellness? Enter Jason Thomas and Cale McPherson, co-founders of Sodii, the Aussie electrolyte brand that's challenging everything we thought we knew about hydration. With their clean, science-backed products, sourced from WA's pristine Lake Deborah and educational approach, this duo is redefining the role of salt in our daily lives (and building a stellar brand in the process!) Starting Sodii during the turbulence of COVID, Jason and Cale took a calculated, grassroots approach to scale their brand. Now stocked in over 650 retailers—including boutique gyms, health food stores, and chemists—they've proven that a commitment to education, innovation, and values-driven business practices can create a recipe for success.

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Reframing the Narrative to Create Demand

Sodii wasn't just about creating a product; it was about rewriting the story around hydration. With big names like [Gatorade](#) and [Powerade](#) dominating the existing hydration market, Jason and Cale identified a niche for a clean, science-backed electrolyte solution that wasn't stuffed with artificial ingredients or sugar.

"When we started, the hydration space was dominated by sports drinks loaded with sweeteners...We knew people deserved better, so we focused on real science and pure ingredients to deliver hydration without the junk."

Their point of difference? Sodii sources its salt from WA's Lake Deborah, an ancient inland lake that avoids the pollutants found in sea salt.

"We're proud to use Australia's only organic salt, hand-harvested and free from microplastics. It's arguably the purest in the world."

When it comes to the perception of salt as a nutritional powerhouse, the duo said that the research is there, but it hasn't caught up with public knowledge. Jason and Cale are on a mission to prove salt isn't the enemy—and is instead an essential mineral that fuels hydration and performance. They knew they just needed a product to match. By educating customers about the benefits of salt for hydration, especially in Australia's hot summers, Sodii has challenged misconceptions and created demand beyond athletes, tapping into a wider wellness market.

Building a Base Through Niche Communities

Launching during COVID could have been a challenge, but Jason and Cale saw it as an opportunity to focus their efforts. Instead of chasing mass-market appeal, they connected with niche communities like keto-focused [Facebook](#) groups, boutique gyms, and small health food stores.

"We didn't launch with big campaigns. We reached out to communities who would get the most benefit from our product—athletes, wellness enthusiasts, and even people trying low-carb diets."

Their grassroots approach paid off. Over time, word-of-mouth and authentic connections turned into exponential growth. The growth they saw was organic. They simply focused on the right people first, and let them do the rest.

"By targeting early adopters, we built credibility and trust. They're the ones who told their friends and pushed Sodii to the next level."

It was a tactic that more than paid off. Today, Sodii is now stocked by over 650 retailers across Australia and New Zealand, proving that scaling doesn't mean rushing. It's about

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	getting your product into the hands of the right people first and letting them amplify your message. Brand-First Performance Marketing While some brands might chase trends or market gimmicks, Jason and Cale have stayed laser-focused on Sodii's mission: providing clean, effective hydration without shortcuts. The duo resist chasing gimmicks, even when it's tempting. "We had people suggest we market Sodii as a hangover cure. "Sure, it works in that context, but we're focused on wellness, hydration, and performance. That's who we are, and we won't compromise on that." This dedication extends to customer experience, too. Cale explained that listening to customers and improving based on feedback is part of staying true to their values. Afterall, it's not just about selling—it's about creating something people can trust. "When people pointed out packaging issues or clumping from humidity, we took that seriously and made improvements. Listening to your customers isn't optional—it's how you build trust." Their refusal to compromise has built a loyal customer base and positioned Sodii as a credible player in a crowded market. Building a Brand That Lasts Sodii isn't just about salt. It's about challenging assumptions, educating customers and delivering products that make a real difference. Jason and Cale's journey shows that creating demand is about more than selling—it's about shifting the narrative. Whether you're starting small, building a brand or responding to feedback, if you lead with values and focus on your audience, success follows. Salt skeptics, consider yourselves converted.
Featured Clip	

CHECKOUT BLOG POST. Add To Cart team only.

Title	Jason Thomas and Cale McPherson from Sodii #[Ep Number]
Blog Excerpt	Discover how Jason and Cale from Sodii balance growth, draw inspiration from disruptors, and stay ahead in the wellness industry.
Guest Bio	Cale McPherson and Jason Thomas, Co-Founders of Sodii, shared a mutual vision for a

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	better electrolyte product that wasn't available in Australia. Their combined passion for health, wellness, and innovation led them to experiment with hydration products to fill this gap. Frustrated by the lack of quality options in the market, they developed Sodii, which has since become Australia's highest-rated electrolyte product. Teaming up with health experts and practitioners, Sodii is creating game-changing products that are reshaping how Aussies think about salt and hydration.
Blog Copy	Jason Thomas and Cale McPherson are rewriting the rules of hydration. Driven by a shared frustration with the lack of clean, effective electrolyte products in Australia, the duo co-founded Sodii, a healthy alternative which has fast become Australia's highest-rated electrolyte brand. With distribution in over 650 retailers and a loyal customer base of athletes, wellness enthusiasts and everyday Aussies, Jason and Cale's journey exemplifies how innovation, persistence and purpose can switch the narrative and build a loyal customer base. In this Checkout episode, Jason and Cale give us a glimpse into their personal and professional lives, sharing everything from the tools powering their success to the lessons they've learned along the way. Pushing Boundaries in Health and Wellness Jason and Cale are no strangers to creativity and experimentation. When asked about unusual things they've purchased online, their answers reflected their passion for health optimisation through some unconventional personal projects. Jason came up with a creative solution for cold therapy: <i>"I literally bought a chest freezer and converted it into an ice bath. It's got a water filter and thermometer, so it's not just any freezer—it's my daily ritual for recovery and focus."</i> Similarly, Cale shared his experience with crafting a home sauna: <i>"I wanted a full-spectrum infrared sauna at home, but the globes I needed required a lot of wattage. So, I ended up ordering reptile heating lamps—they're the only thing strong enough to handle it."</i> It's clear Jason and Cale's ingenuity and passion for health goes beyond Sodii, with a collective curiosity that drives them to seek innovative solutions, in every facet of their lives. Drawing Inspiration from Disruptors Jason and Cale find inspiration in brands that challenge the status quo—much like Sodii. They gravitate toward companies that carve out unique niches and redefine customer expectations. Cale expressed his admiration for Chief, a clean protein bar and snack brand: <i>"Chief's products flip the script on the protein bar category. Instead of sugar-laden junk, they've created something that's real and unprocessed. They've built a loyal audience by doing things differently."</i>

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Jason highlighted the rise of smaller, niche shoe brands that are taking on retail giants, carving out niches for themselves even in super crowded markets. *“You’ve got these challenger brands like [HOKA](#), and even [Saucony](#), taking on [Nike](#) and [Adidas](#). They’re finding these unique spaces, whether it’s trail running or comfort, and really standing out in ways the big players just aren’t,”* said Jason.

By observing how other disruptor brands navigate their industries, Jason and Cale continue to refine Sodii’s approach to growth and customer engagement, carving out their very own niche as they go.

Tools That Drive Business Success

Behind Sodii’s success lies a toolkit of carefully chosen tech and platforms. For Jason and Cale, the right tools aren’t just handy—they’re essential to powering Sodii’s balance of innovation and efficiency.

For Cale, design is where the magic begins: *“[Figma](#) is our go-to. We use it for everything—design, brainstorming, and even as a central hub for documents. It’s where we bring all of our ideas to life.”* Whether it’s sketching out new packaging concepts or planning content, Figma allows the team to stay agile and collaborative.

Meanwhile, Jason emphasised the power of email marketing through [Klaviyo](#): *“Email is one of our strongest direct channels. Klaviyo lets us build precise flows that nurture our customers. It’s not just about sales—it’s about keeping them engaged and educated.”* From tailored product recommendations to detailed educational content about hydration, Klaviyo enables Sodii to deliver value with every interaction.

These tools allow the team to balance their creative roots with data-driven strategies, ensuring Sodii continues to grow while staying true to its brand.

Lessons from Game-Changing Thinkers

When it comes to personal and professional growth, Jason and Cale look to some of the most influential minds in business and marketing. These thought leaders have provided the duo with frameworks that not only guide Sodii’s decisions but also keep them focused on their mission.

For Cale, Seth Godin is a consistent source of inspiration: *“Seth Godin’s books remind us that marketing is about more than just ads. It’s about connecting with people, building something meaningful, and creating a plan that aligns with your values. His latest book, [‘The Practice’](#) is a must-read.”* Godin’s emphasis on authenticity and connection resonates deeply with Sodii’s ethos, influencing how they approach both their branding and their customer interactions.

Jason credits [Simon Sinek’s ‘Start with Why’](#) for helping Sodii find its direction early on:

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	<i>"That book really helped us clarify our mission early on. It's not about making a product; it's about solving a problem and creating something that genuinely helps people." This idea of purpose-driven business is evident in every aspect of Sodii, from its carefully crafted product formulations to its transparent messaging.</i> Grappling with Growth Building a fast-growing brand like Sodii isn't without its challenges, and Jason and Cale are very candid about the hurdles they face, both personally and professionally. As their business continues to scale, the demands on their time, resources, and focus have grown exponentially, testing their ability to adapt and prioritise. Jason highlighted the operational pressures of meeting increasing demand: <i>"Sales are outpacing production—it's a good problem to have, but we're working on creating a better runway for inventory."</i> For Cale, the challenges extend into his personal life, as he navigates the new territory of fatherhood: <i>"I've got a nine-week-old newborn at home, so balancing fatherhood with a startup has been a learning curve. It's tough, but also incredibly rewarding."</i> Building a Legacy Through Disruption and Innovation Jason and Cale's journey speaks to more than business success. It showcases how innovation, purpose and authenticity can redefine an industry. Their ability to think outside the box, draw inspiration from disruptors, and leverage powerful tools have all contributed to carving out a special niche for Sodii in the fiercely competitive hydration market.
Featured Clip	

EPIISODE SHOW NOTES. Add To Cart team only.

Title	Turning Salt Into Ecommerce Gold: Inside Sodii's Growth Story #489
Show notes	In this episode of Add To Cart, we chat with Jason Thomas and Cale McPherson, co-founders of Sodii, Australia's highest-rated electrolyte brand. From sourcing pure salt from WA's pristine Lake Deborah to distributing their science-backed hydration products, Jason and Cale are reshaping the way Aussies view hydration. They share how they've gone head-to-head with industry giants like Gatorade and Powerade, scaling Sodii from grassroots Facebook groups to being stocked in over 650 retailers—including boutique gyms, health food stores and chemists. A brand that values education, authenticity and innovation, Jason and Cale offer valuable insights for anyone looking to disrupt their market.

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	This episode was brought to you by: Deliver In Person Klaviyo About your guests: Cale McPherson and Jason Thomas, Co-Founders of Sodii, shared a mutual vision for a better electrolyte product that wasn't available in Australia. Their combined passion for health, wellness, and innovation led them to experiment with hydration products to fill this gap. Frustrated by the lack of quality options in the market, they developed Sodii, which has since become Australia's highest-rated electrolyte product. Teaming up with health experts and practitioners, Sodii is creating game-changing products that are reshaping how Aussies think about salt and hydration. About your host: Nathan Bush is the host of the Add To Cart podcast and a leading ecommerce transformation consultant. He has led eCommerce for businesses with revenue \$100m+ and has been recognised as one of Australia's Top 50 People in eCommerce four years in a row. You can contact Nathan on LinkedIn, Twitter or via email. Please contact us if you: - Want to come on board as an Add To Cart sponsor - Are interested in joining Add To Cart as a co-host - Have any feedback or suggestions on how to make Add To Cart better Email hello@addtocart.com.au We look forward to hearing from you!
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CHECKOUT SHOW NOTES. Add To Cart team only.

Title	Jason Thomas and Cale McPherson from Sodii #[Ep Number]
Show notes	How do the founders of Sodii stay ahead in the hyper competitive hydration market? In this Checkout episode, Jason Thomas and Cale McPherson talk about personal health hacks like homemade saunas and ice baths, why they draw inspiration from disruptor brands like Chief and HOKA and how they're balancing Sodii's rapid growth with personal milestones like fatherhood. They also chat about their top book recommendations (Simon Sinek's 'Start with Why' and Seth Godin's 'The Practice') and explain why authenticity and focus are key to thriving in business and life. Check out our full-length interview with Jason and Cale here: Main episode links This episode was brought to you by... Deliver In Person Klaviyo About your guests:

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Cale McPherson and Jason Thomas, Co-Founders of Sodii, shared a mutual vision for a better electrolyte product that wasn't available in Australia. Their combined passion for health, wellness, and innovation led them to experiment with hydration products to fill this gap. Frustrated by the lack of quality options in the market, they developed Sodii, which has since become Australia's highest-rated electrolyte product. Teaming up with health experts and practitioners, Sodii is creating game-changing products that are reshaping how Aussies think about salt and hydration.

About your host:

[Nathan Bush](#) is the host of the [Add To Cart podcast](#) and a leading ecommerce transformation consultant. He has led eCommerce for businesses with revenue \$100m+ and has been recognised as one of Australia's Top 50 People in eCommerce four years in a row. You can contact Nathan on [LinkedIn](#), [Twitter](#) or via [email](#).

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- Have any feedback or suggestions on how to make Add To Cart better

Email hello@addtocart.com.au We look forward to hearing from you!