

ClassPass provides Liquid Death with a diverse wellness offering

Liquid Death, a growing healthy beverage company based in Los Angeles, CA, partnered with ClassPass to provide their employees with more than just a gym membership.

The Challenge

After providing benefits that focused solely on mental health, Liquid Death realized through a company-wide survey that employees wanted something that offered more options—a lot more. With their eye on equity and a drive to make Liquid Death the best place to work for all of their employees, they needed a diverse benefit that everyone could easily use and enjoy.

The Solution

When exploring a partnership with ClassPass, Liquid Death valued the global range of the program, knowing that their hybrid employees could use the benefit no matter where they lived or traveled. Liquid Death also appreciated that ClassPass provided them with communications they could tailor to speak to their various employees and teams. Since its onset, employees at Liquid Death love the ClassPass Corporate Wellness Program, especially its diversity of offerings. They are grateful for the fact they can use their credits for manicures and “me time” as well as gym workouts.



“ I realized in our annual employee engagement survey, everybody's asking for something that's a little bit different. ClassPass is really able to fulfill that need in a major way.

Lance Blair
Senior Benefits and Employee
Engagement Manager at Liquid Death

EMPLOYEES VALUE THEIR CLASSPASS BENEFIT

63% employee enrollment

184 average monthly reservations

*All data as of August 2024.