

Selling Your Soul for Water? Here's the Terrifying Truth About 'Liquid Death'

Is Liquid Death's "Sell Your Soul" Campaign Just a Joke?

At first glance, Liquid Death—yes, the water brand—might seem like a clever marketing gimmick. They package their product in edgy, beer-style cans, slap on some irreverent branding and call it a day. But their latest campaign has taken things to a new level: they're inviting people to "sell their soul" in exchange for free membership in their so-called "Country Club."

Christian YouTuber Kap Chatfield recently tackled this topic in a now-viral video, questioning whether this is just harmless fun or something much darker.

"The extremely famous water company Liquid Death is now inviting customers to sign a contract to sell their souls," Chatfield points out. And as he digs deeper, the implications become more unsettling.

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The Contract: More Than Just a Joke?

Chatfield highlights a section of the actual contract, which states: "This bill of sale for one Eternal human soul... is executed and delivered by [blank], the seller, to Liquid

Death, a Delaware corporation.” He responds plainly: “Guys, I mean, I’m just being honest—that’s crazy.”

For many, this is where the debate begins. Skeptics argue that it’s just a publicity stunt, a tongue-in-cheek way to grab attention. But Chatfield notes, there’s a deeper problem: “They’re going to tap into people who just think that all this spiritual stuff is just entertainment.”

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Liquid Death’s Occult Ties

The campaign alone would be concerning enough, but Liquid Death doesn’t stop there. In 2022, they literally hired a practicing witch to cast spells on the outcome of a Super Bowl bet. In a promotional video, the witch states, “Through the means of witchcraft, I can affect the outcome of the game.”

Chatfield responds bluntly: “Like, it’s just a game, it’s just entertainment—meanwhile, they’re literally hiring a witch to try to manipulate the outcome of a game.” His concern is clear: why is a water company putting real money behind witchcraft if it’s all just a joke?

Look for Kap Chatfield’s upcoming new book through Charisma House, releasing early 2026!

But it gets even more disturbing. Liquid Death released another marketing stunt where a self-proclaimed witch “summons demons and traps them inside cans of water.” The witch in the video proclaims, “Now is the time of the dead. I ask you, spirits, those who are listening.”

Chatfield reacts strongly: “I’m not going to lie—even while watching this, my spirit is like, ‘I cancel all of that in the name of Jesus. I rebuke that. I shut that down in the Spirit, in the mighty name of Jesus.’”

What Does the Bible Say?

For Christians, the question isn't just about whether Liquid Death's marketing is distasteful—it's what Scripture teaches regarding participation in the occult. Chatfield references 1 Corinthians 10:21, which says, "You cannot drink from the cup of the Lord and from the cup of demons, too."

He warns fellow believers, "If you say that you're a Christian and you're supposed to be holy—which means to be set apart—but you're participating with witchcraft... what are you doing?"

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Why Christians Should Pay Attention

So, what's the takeaway? Should Christians be afraid of Liquid Death?

No.

Chatfield reminds us, "We have the upper hand. We got King Jesus, for crying out loud, who literally—the devils tremble at the name of Jesus. So why are we trembling at these devils?"

While fear isn't the right response, neither is passivity. Chatfield emphasizes that Christians should be discerning about where they spend their money and what they support. "Use your eyes. Let's actually be wise."

In a culture that increasingly treats the occult as entertainment, Chatfield's video serves as a wake-up call. Whether Liquid Death's marketing is "just a joke" or something more sinister, it is clear for us as Christians that we are called to be set apart. And that means choosing carefully what

we consume, both physically and spiritually.

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