



NEWS RELEASE

For Immediate Release

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Be a Better You in 2014!

Power Your New Year Resolution with Amy & Brian's Coconut Juice

Buena Park, CA (December, 2014) — It's the exciting time of year again as everyone evaluates the year gone by and makes grand resolutions for change and improvement! Sadly, many New Year resolutions don't last through February, largely because of the tendency to set unrealistic goals like losing 50 pounds in a week or running 5 miles a day, which of course seems overwhelming— especially for those who do not regularly exercise. The key to making resolutions stick is to break them into smaller, attainable goals.

If the resolution for 2014 is to stay healthy, that daunting task can be broken down into smaller, daily or weekly goals like decreasing daily sugar intake or walking for 30 minutes. Let Amy and Brian's Coconut Juice power your New Year resolution by providing that first step towards a healthier you!

Staying Healthy – All Year

“Being healthy” means different things to everyone, and doesn't necessarily mean running a marathon or losing weight. Being healthy starts with (aside from a healthy attitude) increasing mindfulness of what you put in your body. Even if you exercise more, exercise cannot replace a healthy diet, and your body will not have the energy to make lasting change when fueled by empty calories. Choosing foods and drinks that provide nutrients to your body instead of only empty calories, is a critical component of a healthier lifestyle— and Amy and Brian's Coconut Juice can help.

Sodas, energy drinks, or other artificially flavored beverages provide lots of calories, but none of the nutrients needed to keep a body healthy, which leaves the body in a constant deficit and a perpetual state of craving. Amy and Brian's Coconut Juice contains 100% coconut juice from young Thai coconuts with no added sugar, no added flavoring, is fat free, and only about 30 calories per serving, yet retains all of the naturally occurring nutrients found in coconuts.

Hydration for Health

One little known fact is that thirst often gets confused for hunger. In fact, feeling thirsty means dehydration has already begun. The brain's hunger and thirst centers are right next to each other, and if there hasn't been enough hydrating beverage intake, the most common reaction is to reach for 'quick' carbohydrates like sugary drinks, candies, or processed foods- yet none of these things actually hydrate at all! In addition to drinking water, reaching for Amy and Brian's Coconut Juice would not only aid in hydration, but also save lots of unwanted, empty calories. Simple swaps will



make that healthy New Year resolution stick, and Amy and Brian's Coconut Juice will be there every step of the way!

About Amy & Brian Naturals

Amy & Brian Naturals, a family run business, has been selling coconut juice for over a decade. Sourced only from young green Thai coconuts, Amy & Brian coconut juice has a natural sweetness and well rounded coconut taste without the addition of flavorings or additional sugar. Available in a variety of flavors (including fresh lime) and sizes, Amy & Brian is passionate about giving consumers a great tasting product. Amy & Brian Coconut Juice can be found with or without pulp in mainstream and natural specialty supermarkets throughout North America.

For further information about Amy & Brian Naturals or for media related inquiries, please contact Dana Kurth of Christie Communications at (805) 969-3744 or via email at dkurth@christiecomm.com.

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