



NEWS RELEASE

For Immediate Release

Contact:

Lauren Haines
Christie Communications
(805) 969-3744
lhaines@christiecomm.com

BOOTH #2978

David Hollister
Amy & Brian Naturals
(360) 433-2325
david@marketconnectionsgroup.com

Amy & Brian Coconut Water Showcases Re-Designed Packaging and New Flavors at Natural Products Expo West

“Be Better” with Great Tasting, Refreshing Coconut Water at Booth #2978

Los Angeles, CA (February 2015)— The coconut water market has become the fastest growing beverage category in the US.¹ Industry sales continue to grow, reaching \$308 million in total U.S. sales in 2014², as health and wellness trends and consumer preference shifts from sugar-laden and high calorie drinks to reduced calorie drinks with natural nutritional benefits³. Providing a coconut beverage with no added sugar or artificial flavorings, **Amy & Brian** (www.amyandbriannaturals.com) coconut water showcases its new packaging design and unique flavors (Cinnamon and Grape) alongside its already popular range of coconut water at this year’s Natural Products Expo West, **Booth #2978** in Anaheim, California.

From March 5 – 8, Amy & Brian provides Expo West visitors and participants its refreshing and naturally, slightly sweet flavor of coconut water. Amy & Brian introduce its recently re-developed branding and packaging design which reflects its mission to “Be Better”™. Amy & Brian coconut water also offers two brand new flavors to its already popular line of hydrating coconut waters: Cinnamon and Grape. These are unique and delicious additions to Amy & Brian Original, with Pulp, and with Lime. Amy and Brian sources its young green coconuts from Southeast Asia’s tropical forests, providing a naturally sweet variety of coconut water which is fat- and cholesterol-free, rich in potassium, and naturally full of electrolytes.

Located at the Anaheim Convention Center, NPEW continues to be the leading trade show in the natural and healthy product industry. Exhibitors like Amy & Brian feature a variety of food and beverages that are an innovation to the natural and healthy product industry. NPEW visitors are invited to taste the delicious flavors of Amy & Brian coconut waters and experience the refreshing goodness to “Be Better” together at **Booth #2978**.



¹ <https://transferwise.com/blog/2014-05/why-coconut-water-is-now-a-1-billion-industry/>

² <http://www.bevnet.com/magazine/issue/2014/sustained-surge>

³ <http://www.foodnavigator-usa.com/Suppliers2/Comax-flavors-tap-into-trendy-coconut-water>



About Amy & Brian Naturals

Amy & Brian Naturals, a family run business, has been selling coconut water for over a decade. Sourced only from young green Thai coconuts, Amy & Brian coconut water has a natural sweetness and well-rounded coconut taste with no added sugar. Available in a variety of flavors (including lime, grape and cinnamon) and sizes, Amy & Brian is passionate about giving consumers a great tasting product. Amy & Brian Coconut Water can be found with or without pulp in mainstream and natural specialty supermarkets throughout North America.

For further information about Amy & Brian Naturals, visit www.amyandbriannaturals.com. For media related inquiries, product samples, or to set-up an interview with David Hollister of Amy and Brian Naturals, please contact Lauren Haines of Christie Communications at (805) 969-3744 or via email at lhaines@christiecomm.com.

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