



# BRAND NEWS

**Elevate Beverages.** Elevate Beverages' Caffeine Infused Water was recently featured on season four of the Bravo show Million Dollar Listing. Each 16.9 oz. bottle contains 80 mg of caffeine and there is 14 mg of Potassium in each 8 oz. serving.

**AriZona Beverages.** AriZona has teamed with Twinlab to produce its RESCUE Water. The Berry flavor has L-Theanine, green tea extract and lemon balm extract. Lemon-Lime features guarana extract, green tea extract and natural caffeine. Orange Citrus has Alpha Lipoic Acid, green tea extract, milk thistle extract, and L-Glutathione, and the Pomegranate Punch contains Arabinogalactin, green tea extract and elderberry extract. Each flavor comes in a 20.5 oz. PET bottle.

**Elevate Water.** Elevate Waters' Fiber Water has been launched in the U.S. The beverage was made available by the second quarter of 2011 across the Midwest, North and Southeast regions. Each 16.9 oz. bottle contains 6 grams, or 24 percent, of the recommended daily value of soluble fiber and the water comes in orange or lemon flavors.

**Skinny Nutritional Corp.** Skinny Nutritional Corp. has increased distribution of Skinny Water. Columbia Distributing will bring product to the Pacific Northwest states of Washington and Oregon. On the East Coast, the beverage is now available in 64 Waldbaums store locations in New York City and Long Island, and at 164 Weis Markets located throughout New York, Pennsylvania, New Jersey, Maryland and West Virginia. It can also be purchased online at FreshDirect.com.

**Activate Drinks.** Activate water is working with new distributors. The company has agreements with Columbia for distribution in Washington and Oregon, New Age Beverage for Colorado, and Intermountain Distributing in Colorado. Activate's five flavors are Vitamin, Immunity, Energy, Antioxidant and Workout and each contains no sugar and only



5 calories. The vitamin blends are stored in the caps as to not lose potency in the water.

**HINT Water.** A limited edition label design for HINT's Strawberry Kiwi flavor will be hitting shelves in November. The special label will feature Yogi bear and Boo Boo to coincide with the launch of the movie, Yogi Bear. HINT is also launching an associated multimedia promotional campaign featuring Facebook contests, advanced screenings and in store demonstrations. This event marks the sixth promotional tie-in for HINT Water.

**Simplifast LLC.** Simplifast has launched new 4-pack formats for its Strawberry, Blueberry and Lemon flavors. The packaging is available in H-E-B stores across Texas and all Wegman's stores across the Northeast.

**C2O.** C2O Pure Coconut Water is now available nationwide and is being distributed by UNFI-W, UNFI-E, KeHe, Tree of Life, and Nature's Best. The company recently refreshed its labeling to include the tagline, "Live Rejuvenated." C2O Pure Coconut Water also contains 293mg of Potassium per 17.5 oz. serving.

**Mor Beverage.** The enhanced sparkling water Mor has been launched in three flavors: Raspberry/Strawberry, Pomegranate/Lemon, and Cranberry. Each 12 oz. can contains a proprietary blend of ingredients including acai extract, electrolytes, ginger extract, ginkgo biloba extract, ginseng extract, grape seed extract, milk thistle extract, selenium, vitamin b6, vitamin b12. All varieties are calorie and sugar free.

**Glaceau.** Glaceau has introduced vitaminwater stur-D in a blue agave, passion fruit and citrus flavored blend. Each 8 oz. bottle has 10 percent of the recommended daily value for vitamin D and calcium, 20 percent of the daily value for vitamin C, and 40 percent of the daily value of four B vitamins (B3, B5, B6, B12). The product will hit shelves in December 2010.

