

New Brazilian Coconut Water Has US Debut in California

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Tropical Beverage, a producer and distributor of water-based products, announced that it will soon start distributing in the US and Asia what it calls "100% coconut water product."

The beverage, says Tropical, is the only 100% pure coconut water on the market, without preservatives and is set to ship mid-January.

The brand will be sold under the name One for One Natural Experience. Plans are to launch the product in the Californian markets first and then proceed across the country.

The company has teamed with the largest producer of coconut water in Brazil, and can handle over 1,000 containers of product a month, or 70 million units a month.

"This is one of those rare products that come along; we jumped at the opportunity to take it on. Not only does the product have high amounts of potassium but it also has no fat. This was surprising to us for a coconut-based product.

"The product is a natural hydrator and is extremely successful in Brazil with over 14 million units a month being sold. We see this as a flagship product that can take Tropical into the Natural Food markets.

"It will take some time to educate the consumers about the benefits of coconut water, but once they have been shown, we expect to do double the Brazilian numbers in these larger markets," said Chris Lotito, COO for Tropical.

"It is easy to see the potential in this product as each unit generates over \$1.00 in revenues. If we hit 50% of the Brazilian numbers in our first year, this product will generate millions in revenues.

"And as Tropical has secured the only producer in Brazil that can handle these numbers, we are secure that we will own the market. In addition, the company has plans to offer re-sealable Tetra packs in the 2nd quarter of 2006. We have already received orders from a couple major retail chains in the west and we anticipate expanding across the country very quickly," he added.

Tropical Beverage's line of waters includes pure spring waters, flavored waters, vapor-distilled waters and waters with additives (including oxygen, caffeine, electrolytes and other enhanced minerals and vitamins). They specialize in private-labeled water and have products both in the US and overseas.

Tropical Beverage Inc. - www.tropicalbev.com