

US Firm to Sell Cashew, Açai and Other Brazilian Juices in US and Asia

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Tropical Beverage, a producer and distributor of value-added water-based products, announced today, July 19, that it will be expanding its produce lines by bringing in juices from Brazil.

The plans are to offer a complete line of exotic or seasonal juices like mango, papaya, cashew, açai, passion fruit etc. Terms of the agreement were not disclosed, but Tropical intends to bring the finished product into the US and introduce it to large retailers in Tetra Paks, also known as juice boxes.

The products are the biggest thing down in Brazil and the company has secured a position to bring them into the US market. The thought is to establish these flavors into the US market and build a new line of all natural juices to compete with the likes of Hansens, Naked Juices, Odawala etc.

The next phase of the program will be for Tropical to bring the juice concentrates into the US and mix to blend its own fruit flavors. In addition, the company intends to offer private label versions of the juices to companies that are interested.

Tropical Beverage manufactures and distributes an extensive line of products, which include pure spring waters, flavored waters, vapor-distilled waters and waters with additives (including oxygen, caffeine, electrolytes and other enhanced minerals and vitamins).

Tropical Beverage - www.tropicalbev.com