



## NEWS RELEASE

*For Immediate Release*

### Contact:

Dana Kurth  
Christie Communications  
805-969-3744  
[dkurth@christiecomm.com](mailto:dkurth@christiecomm.com)

David Hollister  
**Amy & Brian Naturals**  
305-938-0600  
[david@marketconnectionsgroup.com](mailto:david@marketconnectionsgroup.com)

### **From Crop to Can, Coconut Juice Runs in the Family** ***Amy & Brian's Coconut Juice, Another Iconic Family-Owned Business***

**Buena Park, CA (April, 2014)** – With so many big-name players now in the coconut water field (e.g. PepsiCo and Coca-Cola), one brand remains steadfast and strong against the competition—Amy & Brian's Coconut Juice ([www.amyandbriannaturals.com](http://www.amyandbriannaturals.com)). All-natural, 100% pure coconut juice with an award-winning flavor, it's no surprise that Amy & Brian's Coconut Juice is ranked among the top-selling coconut waters on the market. What is surprising, however, is that such a successful company has been owned and operated by a single family since its inception.

The coconut water industry is fiercely competitive and growing exponentially every year. A recent Mintel report showed that the number of coconut water products being introduced into the market have more than quintupled between 2008 and 2012<sup>1</sup>. Within a booming industry such as this, it can be difficult for coconut water brands to stay afloat and claim their space on the crowded shelf.

Amy & Brian's Coconut Juice is a natural beverage company named lovingly after the owner's two children, Amy and Brian. Every year, Amy & Brian's Coconut Juice is distributed and sold in natural food stores and supermarkets nationwide. The core members of Amy & Brian's business continue to grow as a hard-working, innovative, and truly passionate team.

From the farm to the factory, Amy & Brian's Coconut Juice is in constant search for the perfect coconut that gives their coconut water such a phenomenal taste. The family personally oversees much of the process—travelling to Thailand for the coconut harvest and production, while managing numerous warehouses across the U.S. Furthermore, Amy & Brian's Coconut Juice is committed to giving back to their community by donating product and funds to organizations such as [St. Jude's Children's Hospital](#), [Asia America Youth Symphony](#), [Vegan Professional Bootcamps](#), and more. Amy & Brian's Coconut Juice also supports and sponsors musicians and athletes (surfers, triathletes, cyclists, etc.) who have a profound love for the brand, appreciate its health benefits, and support the company's dedication to create a better world with their products.

Though family businesses often have a handful of challenges to overcome (e.g. size, cost, succession, etc.), they create an estimated 70–90% of global GDP every year<sup>2</sup>. Businesses that are family owned and operated are described as being ambitious or entrepreneurial, and continuously deliver steady profits even within an unstable economy<sup>3</sup>. As demand for Amy & Brian's Coconut Juice continues to grow, the company is expected to improve operations with new product innovation and passion for the business. Like many successful American business icons,



from Ford Motor Company to Newman's Own, Amy & Brian's Coconut Juice continues to set the standard in the coconut category and beyond.

### **About Amy & Brian Naturals**

Amy & Brian Naturals, a family run business, has been selling coconut juice for over a decade. Amy & Brian's 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's Coconut Juice is passionate about giving consumers a great tasting product. Amy & Brian's 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](tel:8059693744) or via email at [dkurth@christiecomm.com](mailto:dkurth@christiecomm.com).

<sup>1</sup> <http://www.mintel.com/press-centre/food-and-drink/launches-of-coconut-water-quintuple-over-the-past-five-years>

<sup>2</sup> <http://www.ffi.org/?page=globaldatapoints>

<sup>3</sup> [http://www.pwc.com/gx/en/pwc-family-business-survey/download.jhtml?tab\\_id=6](http://www.pwc.com/gx/en/pwc-family-business-survey/download.jhtml?tab_id=6)

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